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SEPTEMBER 4, 1944

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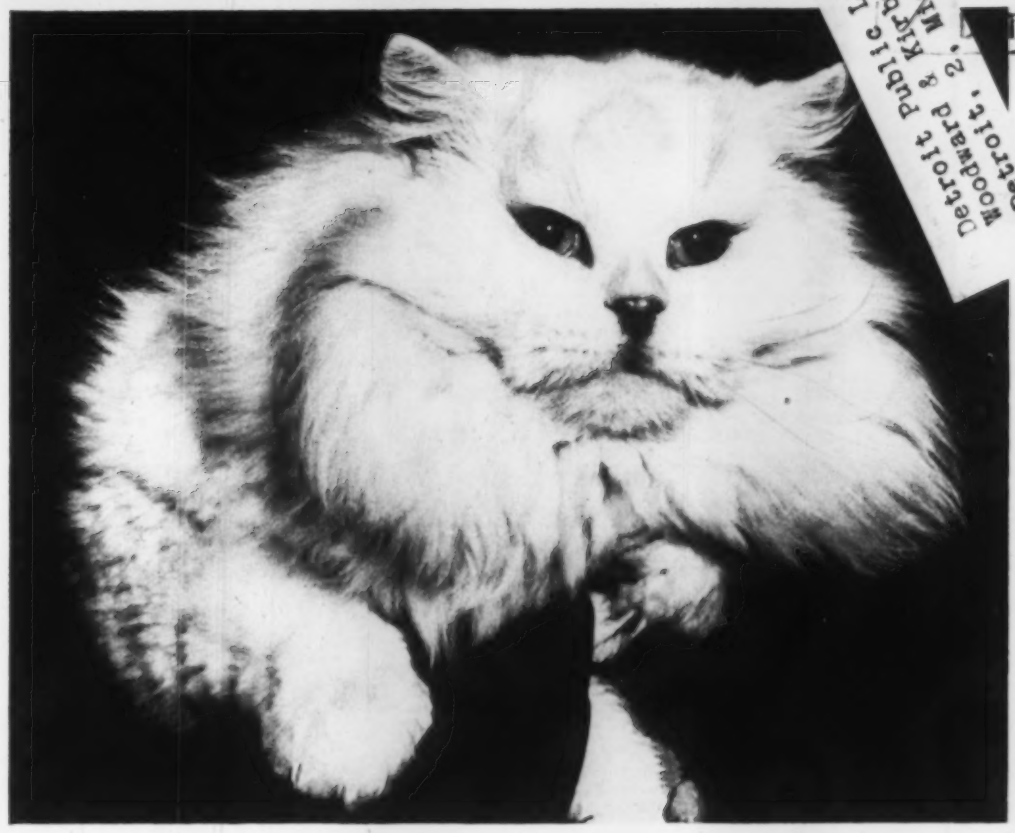

A cat can look at a king

Big name radio call letters don't mean a thing in some markets. The audience often can look at the king . . . and look away, too.

Take Baltimore. Down here an independent station . . . W-I-T-H . . . gets the look and listen from an audience that delivers more sales results per dollar spent.

That's not a bit of advertising puffery. You can pick up the facts . . . and hold them in your hand.

If you want to do a sales job in Baltimore . . . get big results at the lowest cost . . . you'll want to use Radio Station W-I-T-H.

W·I·T·H

BALTIMORE, MD.

Tom Tinsley, *Pres.* • *Represented Nationally by* Headley-Reed

FULL REPORT OF NAB WAR CONFERENCE

XUM

OLD *Friends*

MARTHA CRANE
TODAY

MARTHA CRANE
1928

They Know What Women Wish to Know

RADIO LISTENERS in Midwest America naturally feel friendly toward WLS personalities; most of them have been heard on the station for so long that listeners regard them as old friends. For instance, Martha Crane, of the WLS "Feature Foods" program, has been with the station since Prairie Farmer bought it in 1928, 16 years. Her associate, Helen Joyce, is a comparative newcomer — since 1935, nine years. Between them, through their long association with the station and listeners (they've met more than 100,000 of them at club meetings they attend), Martha and Helen have learned to know what homemakers wish to hear and need to know. That's why they have been eminently successful in selling foods and other kitchen-used products on WLS. They know what will move listeners to act and *buy*. That's why *WLS Gets Results!*

HELEN
JOYCE

Advertisement number 9 in a series designed to show the close relationship between WLS listeners and our staff, due to their long association with the station.

WLS

CHICAGO 7

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

The
PRAIRIE
FARMER
STATION

BURRIDGE D. BUTLER
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GLENN SNYDER
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REPRESENTED BY
JOHN BLAIR & COMPANY

MANAGEMENT AFFILIATED WITH **KOY**, PHOENIX, AND THE ARIZONA NETWORK—**KOY** PHOENIX ★ **KTUC** TUCSON ★ **KSUN** BISBEE-LOWELL

TECHNOLOGY DEPT.

HIT ALL NEW ENGLAND WITH ONE STROKE

YOU can putter around trying a medium here, testing a market there, getting nowhere fast — or you can put your effort into one healthy smash and ring the gong.

New England's tremendous buying power is well distributed. It cannot be reached by concentrating on two or three cities. It can be reached by going directly to the twenty-one cities and their trading zones which comprise better than 90 per cent. of New England's consumer market.

The Yankee Network gives you home-town, "home-delivered" coverage of this area in a way that cannot be duplicated by any other group of stations.

It is the kind of coverage that produces for the local merchant . . . the kind that can be merchandised effectively to the trade because it is the only coverage that will deliver the full impact of your selling — to do the most good for the greatest number of dealers throughout the area whose cooperation you seek.

Acceptance is THE YANKEE NETWORK'S *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVE., BOSTON 15, MASS.

EDWARD PETRY & CO., INC., National Representative

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

PREMIUM merchandising, we are told, will come back bigger than ever after the war.

NERN listeners, we *know*, will then be more important than ever.

That's because NERN listeners — 6.2% of U. S. total population — have bought over 2½ billion in War Savings Bonds — 7.5% of U. S. total; already have planned 500 million in post-war public works projects; have 11% of the nation's capital resources in U. S. banks.

NERN listeners comprise over 2,164,000 New England families. They are NERN listeners because NERN puts into their radio sets three times the power of any other regional combination and gives then NBC's top-rated programs in addition to the most favored local shows.

You can get NERN listeners to buy *your* boxes for only $312 for a daytime quarter-hour at the one-time rate, with free studio facilities in New York, Boston, and Hartford — and no line charges. When you buy NERN, you buy a network.

NERN STATIONS

	Frequency	*Watts*	
WBZ	1030	50,000	Boston, Mass.
WCSH	970	5,000	Portland, Maine
WJAR	920	5,000	Providence, R. I.
WLBZ	620	5,000	Bangor, Maine
WTIC	1080	50,000	Hartford, Conn.
WFEA	1370	5,000	Manchester, N. H.
WRDO	1400	250	Augusta, Maine

Nationally represented by
WEED & COMPANY
New York, Boston, Chicago, Detroit, San Francisco, Hollywood

NEW ENGLAND REGIONAL NETWORK

nern

HARTFORD, CONNECTICUT

CRESCENDO!

1914! The Kaiser is plotting to rule the world ...Americans are happily whistling Victor Herbert's new "Sweetheart" and the lively hit "When You Wore A Tulip." In New York, 116 song writers and 18 publishers are gathered to study the future of their craft...in terms of production, distribution and use. They find that their interests, aims and problems are similar. They form an American Society of Composers, Authors and Publishers...inviting their fellow craftsmen to join them.

The fact that, today, it is *THE* American Society of Composers, Authors and Publishers is glowing evidence of thirty vigorous years of intelligent service to its members and to a music-loving America. The problems of radio, sound-pictures ...and now the tremendous field of industrial music...have been met, in turn, with considered workable solutions. New public services have been developed. New uses of music encouraged. Of the more than 900 ASCAP-licensed radio stations in this country, 600 are using ASCAP's Radio Program Service, made available without cost.

Music has grown in these thirty years. So has ASCAP. More than 1800 members are freely associated in its work today, providing musical pleasure through more than 28,000 licensed establishments.

AMERICAN SOCIETY OF COMPOSERS, AUTHORS and PUBLISHERS

THIRTY YEARS OF SERVICE TO THE AMERICAN PUBLIC

KOIL'S STABILITY

in

Omaha

Is Proven

by

the Continuous

Appearance on the Air of Belle West as "Polly the Shopper"

for

7 YEARS!

Year in and year out, from 10:45 to 11:00 A.M., five days a week, the housewives of Omaha have tuned to KOIL and "Polly the Shopper". It is as much a part of their lives as washing the breakfast dishes and getting Johnny off to school! Belle West's program is a "what-where-how" for housewives and, as she was raised in Omaha, the women of Omaha place explicit confidence in her messages. She has sold everything from moth-killers to vitamins—and the proof of her program is the fact that it is **sold out!**

Her nose for news in the merchandising field is outstanding, with a resultant following that is unsurpassed by any other radio personality in Omaha. Among the prominent advertisers whom she has served for the last several years, five have bought "Polly" for the full seven years.

KOIL produces popular programs and can produce for you, too.

Represented Nationally by Edward Petry Co., Inc.

KOIL CBS *Omaha* in

5000 WATTS — 1290 KILOCYCLES

SUBSCRIPTION PRICE: $5.00 per year 15c per copy

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

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MORE *Listeners* IN THE BARRACKS

WFLA

WFLA TAMPA— NBC

JOHN BLAIR & CO. NATIONAL REPRESENTATIVE

Petroleum...

Record-breaking have been the achievements of the oil industry in producing and supplying vast quantities of petroleum and related products needed to power America's military machine.

During the last three years, natural center for much of this activity has been the East Texas-South Arkansas-North Louisiana area from which comes one-fifth of the nation's known supply of oil and the second largest supply of natural gas.

From this same area will come new products of peace increasing the spendable wealth of its people whose buying habits are constantly influenced by the 50,000-watt station, KWKH.

KWKH

CBS ★ 50,000 WATTS

A Shreveport Times Station

SHREVEPORT, LOUISIANA

Represented by The Branham Co.

crop report on . . .

acres in the air

Get the gleam in this farmer's eye . . . the happy mixture of pride and awe.

He is a *sales* cultivator; an advertiser who began, four years ago, transplanting his crops to network radio acreage. He has just reckoned up the yield of his fields during this period. Hence his pleased expression.

Prior to 1940, his harvests were only so-so. Up one year; down the next. Then he sampled the soil of network radio. Every year since, he has prospered mightily. By 1943, his sales had risen 324%; profits were up 775%!

Over all, he's been sowing lots more seed every year, with more and *more* and MORE of it in radio—and every network penny of it in MUTUAL. First a small hookup, then more and *more* and MORE stations. Up to 182 today.

And here, in tabular form, are the reasons for that pleased gleam in his eye. (All four years showed gains, and 1944 is producing even better).

	1940	1943
NATIONAL ADVERTISING	$388,000	$892,000
PERCENT IN MUTUAL	39%*	65%
NUMBER OF STATIONS	10	178
NET SALES	$991,000	$4,206,000
NET PROFIT *(before tax)*	$209,000	$1,831,000
HOOPERATINGS *(same period each year)*	4.4	10.3

*Including non-MUTUAL spot campaigns in two cities in 1940; the entire radio dollar has been devoted to MUTUAL since 1942

We're withholding this man's name at his request. But we *can* tell you this: he's not really a farmer (except in the sense of raising profitable sales); he's not a war baby (no war contracts, and a scant tenth of his goods go overseas); he's not unlike other MUTUAL clients who have found "the more *MUTUAL*, the more *sales*" (you should see the happy glint in *their* eyes, too)!

There's more to this story than fits this space. The rest of the facts would fill a book. So we're filling such a book now. Watch for it—and learn what *you* can raise from MUTUAL'S air acres.

This . . . is MUTUAL

ONE OF A SERIES FEATURING OUTSTANDING USERS OF SPOT BROADCASTING

ARTHUR W. GUDELMAN

Account Executive, Barton A. Stebbins Agency, Los Angeles

Says—"Agencies placing Spot Broadcasting usually have a *job* to do—and it's usually done!"

●That's hitting it right on the head of the brass tack, Mr. Gudelman, and what you've said "between the lines" is just as true as your words themselves.

●For verily, spot broadcasting is *ditch digging* advertising. Ninety-nine times out of a hundred it's expected to sell merchandise, or get the heck off the air. It has a *measurable* job to do. The agencies who place it know in advance that they can't fall back on the arguments usually advanced in behalf of "institutional" advertising. The only institution awaiting an unsuccessful spot broadcasting campaign is the poor-house.

●When we of F&P sell spot broadcasting, we know it must *perform*—or else—for all you agencies and advertisers. Since we understand that fact, you can probably guess how carefully we try to "sell" you only the kind of time you really need. Do you want any of that kind—now?

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KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WKZO	KALAMAZOO
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
...IOWA...	
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WOC	DAVENPORT
KMA	SHENANDOAH
...SOUTHEAST...	
WCBM	BALTIMORE
WCSC	CHARLESTON
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WPTF	RALEIGH
WDBJ	ROANOKE
...SOUTHWEST...	
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KRIS	CORPUS CHRISTI
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BROADCASTING
and
Broadcast Advertising

VOL. 27, No. 10 WASHINGTON, D. C., SEPTEMBER 4, 1944 $5.00 A YEAR—15c A COPY

FM, Television Hold Conference Spotlight

U. S. Action Urged in Recording Ban; Coverage Measurement Adopted

CONFRONTED with prospects of the war's end any week or month, 1,100 broadcasters and other radio men who attended the NAB Executives War Conference in Chicago last week absorbed a brand of knowledge which convinced most of them they should plan immediately to get into FM and to look toward reasonably prompt introduction of television—but in the higher portion of the high frequency spectrum.

From topflight experts—led by FCC Chairman James Lawrence Fly and former Commissioner T. A. M. Craven—the delegates to radio's third annual session during wartime heard about what's ahead. Little time was spent on the past, the present was appraised, but the postwar future held the spotlight, as to Government philosophy, technical development and business outlook.

FM Seen First

From the drop of President J. Harold Ryan's gavel to open the Conference Tuesday morning, to adjournment Thursday evening, the broadcasters pursued an agenda that covered radio's every problem. They realized that their medium has only scratched the surface and that the new services will broaden its scope in every way many fold.

Chairman Fly and Comdr. Craven, often at loggerheads when they served together on the FCC, found themselves in substantial agreement on the new services. Both thought FM would get off to a faster start than television on a national basis, and both strongly inferred they thought television should go above 100 mc for high-fidelity, wideband service. With FM and most of the prewar television companies vying for the lower portion of the high frequency spectrum, the observations of Chairman Fly were regarded as significant. The issue, however, won't be resolved until new allocations are formulated by the FCC, to be based upon the general allocation hearings to begin in Washington Sept. 28.

Comdr. Craven, now vice-president of the Iowa Broadcasting Co., thought it would take 10 years for the evolutionary development of television and FM and the related high frequency broadcast services. Chairman Fly specified no time table, but looked to rapid development of FM as soon as the war-imposed "freezes" are thawed.

The newly constituted board of directors at a four-hour conference meeting Thursday night handled several matters directly tied into the War Conference developments. A committee to nominate a new president who would succeed Mr. Ryan was authorized, with Mr. Ryan himself as chairman. The incumbent plans to return to his post as vice-president and directing head of the Fort Industry Co. next summer.

The Board also considered the Sept. 28 general reallocation hearings before the FCC and decided its position would be that it is concerned with the allocation of sufficient frequencies to broadcast services to ensure the finest system of mass communications possible. It avoided any specifications as to how much spectrum space should be allocated to particular services —such as FM and television.

Chairman Fly, in what may be his last address to an NAB meeting as a Government official, was given a thunderous ovation following his address at the Wednesday luncheon session. (See text on Page 16). He told 900 luncheon guests and some 200 in the balcony that the future of FM seems assured, and brushed aside talk of "bursts" and secondary FM interference, as "growing pains".

In his well-organized address, Chairman Fly picked no quarrels with any groups in radio. He foresaw eventual "international television networks". He doubted any setback for radio when the emergency is over, and felt it would retain its gain as well as expand into these new fields.

Mr. Fly recently stated he had given thought to leaving the Government after 15 years, but set no time and did not indicate what he would do. Speculation has been that he would either enter private practice of law or join some communications organization in an executive capacity.

FM and television development permeated the meetings of the major networks with their affiliates in Chicago during the NAB Conference to ponder carefully their plans for television. But the emphasis obviously was on the new aural broadcast service, rather than the visual.

In the non-technical line, the conference accomplished much. It voted unanimously in favor of establishment of a Bureau to measure station circulation, proposed by its research committee, headed by Hugh M. Feltis. The plan was based largely on a formula originally projected by Dr. Frank Stanton, CBS vice-president, who was named a member of the NAB board for that network at the Chicago meeting.

The NAB Board Thursday night formed a subcommittee of its membership to maintain contact with the Research Committee on the circulation project. Mr. Feltis was named chairman, with Dr. Stanton; Frank King, WMBR Jacksonville, and Hugh Terry, KLZ Denver, as committee members.

Mr. Feltis, manager of KFAB Lincoln, also was elected to the board. It is expected they will carry forward the audit bureau project, which requires coordination with the Assn. of National Advertisers and the American Assn. of Advertising Agencies. Both have cooperated with the NAB in the evolutionary stages.

CONVENING his first NAB annual meeting is J. Harold Ryan, interim president at the opening session Tuesday morning, Aug. 29.

AFM Strike Aired

Punching hard at AFM's continued defiance of the WLB mandate that the two-year-old recording strike be called off, the conference adopted a resolution urging the Government to take "appropriate steps to compel immediate compliance" by Petrillo.

Sydney M. Kaye, vice-president and general counsel of BMI and NAB music counsel, warned that "acquiescence in false principles do not lead to peace in our times".

The platter-turner issue, wherein Mr. Petrillo seeks jurisdiction over record turners in all stations as a purported "musical function", was outlined by President Ryan, who mentioned the exorbitant rates AFM is invoking for this type of work. That issue, however, he pointed out, will be resolved by the War Labor Board following hearings to begin Sept. 22 in a proceeding before the National Labor Relations Board, brought about by the National Assn. of Broadcast Engineers & Technicians against the AFM move.

ASCAP, long a burning NAB issue, broke into the proceeding just once, with Campbell Arnoux, WTAR Norfolk, chairman of the Music Committee, reporting that Wendell Berge, Assistant Attorney General of the Dept. of Justice, had

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Toward Victory and New Frontiers—*An Editorial*

LAST week in Chicago there evolved a sort of Renaissance of American Radio. The nation's broadcasters went to a War Conference and they were soberly mindful of it.

There were no arguments of serious consequence, no bickering, no frolicking. They came to handle serious business and they did. The lack of controversy was so marked that it was disquieting to those accustomed to the brisk debate of other years.

No time was wasted reflecting upon the bitter past. Broadcasters wanted to learn what's to be done until victory is won. They wanted guidance on FM and television and on regulatory aspects. Those ends were achieved to the satisfaction of all.

When the NAB next convenes—probably in New Orleans next summer—chances are it won't be a war conference. It is likely, too, that FCC Chairman James Lawrence Fly won't be there as the principal speaker, for he has indicated he plans to return to private life, of his own volition, after 15 years in Government.

In Mr. Fly's case, too, the attitude appeared to be contagious. His address was forthright and direct. There were none of the old hates. He admonished broadcasters to guard carefully their mandate to operate in the public interest, and he encouraged them to participate in the new dimensions of radio—FM and television. He was given a rousing ovation. It was an unusual spectacle.

From a host of speakers, broadcasters heard of the big things in store, and what was expected of them. But they also were aware of the risks and the pitfalls. They know that the fundamental job is to get a radio law that is foolproof and not susceptible to the wrong kind of interpretation.

The NAB Board is the strongest in its 22 years. In the short four months of his incumbency, President Harold Ryan has performed most commendably. He has not engaged in controversies. He has charted a course of action and is pursuing it, insistent as he is upon leaving the NAB helm next July to return to his private business as a broadcaster.

The addition of Comdr. T. A. M. Craven to the Board is noteworthy. He is fresh from a seven-year tenure as a member of the FCC. He is an engineer of repute and perhaps the nation's foremost allocations expert. His counsel and guidance will be invaluable.

When the next convention is held, most of radio's 6,000-odd fighting men will be back in new or better jobs which they richly deserve. Some of them will not return to any jobs—victims of this most devastating of all wars.

Those who return have ideas. What do they think about radio? They have now been on the other side of the mike.

We hope that at the next convention these returned fighting men will be heard—generals and G. I.'s alike, those who now serve in civilian garb as well as in uniform. Let's set aside a day to heard from Bill Paley and David Sarnoff, Luther L. Hill and E. Klauber, Barney Lavin and Jimmy Woodruff, Harry Butcher and Ed Kirby, and others who have taken a direct part in the war.

Let's hear what broadcasters think about their business after having been on the other side of the fence.

---

ruled on July 29 that efforts of ASCAP to collect percentage of revenues derived from spot announcements or programs containing no ASCAP music which are adjacent to a program or which occur between programs using ASCAP music would be a "direct violation" of the ASCAP consent decree of 1941.

Fly Warns About Politics

With general election campaigning now going on, and with radio carrying the brunt of that load, Chairman Fly admonished station management that the political section of the act requires "absolute fairness and scrupulous impartiality". This goes beyond candidates, he warned, mentioning the matter of programs on behalf of candidates by "responsible organizations other than official campaign committees". He mentioned also the vastly increased prestige and influence of commentators since 1940, and more than inferred that prudent management should guard closely against infraction of the "equal time" rule.

There was no mention of the NAB Code of Ethics by any speaker in regard to the running fight with the CIO on sale or donation of time for discussion of controversial issues. The NAB Code Committee, however, has called a meeting for latter September at which the whole subject of code interpretation will be reviewed, in the light of current conditions. The complaint of CIO against WHKC Columbus, which had refused to permit a UAW-CIO executive to use its facilities for a political attack upon men in public life, now is pending before the FCC in renewal proceedings on which hearings were held last month. The circumstances of that incident will be appraised by the Code Committee preparatory to drafting its recommendations.

When the NAB board convened for its session at the close of the Conference last Thursday, there were eight new faces. In addition to Dr. Stanton, who succeeded Paul W. Kesten, CBS executive vice-president, and Mr. Feltis, who succeeded James D. Shouse, vice-president of the Crosley Corp., Cincinnati, Comdr. Craven was elected to the board as a medium station representative, succeeding Barney Lavin, WDAY Fargo, now in the Marine Corps. He joined the Iowa Broadcasting Co. last July after seven years on the FCC as a member and after two years as chief engineer.

Ryan's Final Meeting

Other new board members are Campbell Arnoux, WTAR Norfolk, who succeeded G. Richard Shafto, WIS Columbus; John C. Bell, WBRC Birmingham, who succeeded James W. Woodruff Jr., WRBL Columbus, who resigned to enter the Army; Hugh Terry, KLZ Denver, who succeeds Ed Yocum, KGHL Billings, who resigned to become Washington station relations director for CBS; William B. Ryan, KFI Los Angeles, who succeeds Calvin J. Smith, KFAC Los Angeles; Dietrich Dirks, KTRI Sioux City, Ia., who succeeds Herb Hoilister, KANS Wichita.

Mr. Ryan presided at his first annual meeting since taking over last April from Neville Miller to serve as interim president. His handling of the Conference was enthusiastically applauded. Vice-president and operating head of the Fort Industry Co. stations, Mr. Ryan agreed to serve only until next July when the board drafted him from his wartime post of assistant director of censorship in charge of radio.

Mayor Kelly of Chicago officially welcomed the delegates at the opening session Tuesday morning.

President Ryan read letters to the War Conference from President Roosevelt and Gov. Thomas E. Dewey of New York, the major candidates for President [BROADCASTING, Aug. 28].

SALES MANAGERS' EXECUTIVE COMMITTEE entertains Chicago Radio Management Club at War Conference confab. Seated are (l to r): Harlow Roberts, Goodkind, Joice & Morgan, Chicago; Helen Cornelius, NAB, Washington; Jack North, Aubrey, Moore & Wallace, Chicago; David Dole, Henri, Hurst & McDonald, Chicago; Mark Smith, Presba-Fellers & Presba, Chicago; H. Templeton, WLS Chicago; M. L. Goodkind, Goodkind, Joice & Morgan, Chicago; William McGuineas, WGN Chicago. Standing left to right are: Dietrich Dirks, KTRI Sioux City, Iowa; Arthur Hayes, WABC N. Y.; Lew Avery, NAB, Washington; Walter Johnson, WTIC Hartford, Conn.; C. K. Beaver, KARK Little Rock, Ark.; Jack Surrick, WFIL Philadelphia; John McConnell, NBC, N. Y.; W. B. Stuht, KOMO Seattle; J. M. Outler, WSB Atlanta.

Radio's Part in War

In his opening address, Mr. Ryan briefly reviewed radio's part in the war. Quoting from his annual report, he said: "In all campaigns conducted by the Government . . . the Association has been active in suggesting, handling and directing the radio part of these campaigns and the Association has been handsomely and effectively supported by every radio station in the country, member and non-member alike.

"As we face after the war our obligations to the public, the valuable experience of these war days cannot but condition us to further service to the ideals to which broadcasting has devoted its energies, its capabilities and its opportunities."

Mr. Ryan appointed the following committees, to report at the close of the Conference: Elections—Felix Hinkle, WHBC Canton, O.,

(*Continued on page 74*)

Facsimile, FM Seen as Next Services

Engineers Predict Rapid Postwar Development

THE WHAT, why and when of FM and television, along with an added starter, facsimile, which may be in the same postwar radio league, held the attention of the NAB Executives War Conference in Chicago last Thursday in a panel discussion of postwar radio services.

Some 700 broadcasters—as against the 1,100 gross attendance—were regaled with statements and predictions by a panel array in which seven prominent radio figures participated. Comdr. T. A. M. Craven presided.

Immediate FM Urged

Participants were Paul Chamberlain, GE; Thomas Joyce, RCA, Victor Division; William B. Lodge, director of engineering, CBS; William S. Hedges, NBC vice-president in charge of stations; Maj. Edwin H. Armstrong, FM inventor; Paul F. Godley, consulting engineer; John V. L. Hogan, president of WQXR and WQXQ New York, who has been in the forefront of facsimile development.

While diverse views were advanced on television, with certain speakers contending for immediate introduction of the art on prewar standards and others advocating high-definition color television later on, there was substantial unanimity on an immediate start for FM. But even in the case of FM, there were varying views as to the scope and extent of the service.

Facsimile, described by Mr. Hogan as the "cinderella of the broadcasting industry", is ready now as the home printing press or the magic typewriter, capable of producing a newspaper or magazine in the home on an attachment to the regular receiver at high speeds.

He ventured that within five years after the war facsimile will be a "more important and economically sounder broadcast service than its more glamorous sister, television".

Each panel participant was allowed 15 minutes to discuss the "postwar future of broadcasting". Then there was a question-answer period for panel participants, which lasted only a few moments. The surprising thing was that only one question was asked from the floor. Comdr. Craven attributed this to the comprehensive nature of the original presentations.

Mr. Godley, who cut across all postwar services with a view "toward helping broadcasters in their thinking about postwar", lamented the "confusions" which have cropped up from "aggressive sales promotion on new broadcasting services" and create the impression that the present AM system might become obsolete the day after X-day, asserting he had no doubt all these confusions will be resolved and replaced by "new confusions". He predicted that it would be at least 10 years before AM broadcast service would be affected and that AM stations will be augmented by many FM stations which may finally replace a number of stations in the local class, some stations in the regional class, and a few stations in the clear channel class.

Should Have Listened

Maj. Armstrong pointed out that aside from the advantages of quality inherent in FM, it will become possible for every community to have a voice on the air, provided it can support the service. He gave lavish credit to Philip G. Loucks, Washington attorney and former NAB managing director, who was the first to foresee in the development of FM an opportunity for introduction of free competition in radio with thousands of stations to be licensed. He said Mr. Loucks saw this and made it plain "to the Congress and to the FCC and everyone now accepts it as a commonplace".

Radio, Maj. Armstrong felt, would have been much better off if it had listened to such men as Paul A. Demars, C. M. Jansky, Stuart Bailey and Mr. Hogan, engineers who early recognized the potentials of FM, and such men as John Shepard 3rd, chairman of the Yankee Network; Franklin M. Doolittle, owner of WDRC Hartford and its FM adjunct; and Walter J. Damm, director of the Milwaukee Journal stations, WTMJ and WMFM, and president of FM Broadcasters Inc., who pioneered the new aural broadcast service among station executives.

Mr. Chamberlain predicted that within a short time following the war, FM stations will be built in most cities now having AM stations. Moreover, he said, it would prove economically sound in cities which have not previously supported stations. He alluded to FM as the solution to the problems of fading, interference and static.

Expansion of FM will show a reduction in AM stations as low powered and medium powered stations shift, he predicted, with possibly 500 kw and even 1,000 kw AM stations to be operated to provide long-range coverage.

In GE's postwar plans, FM will dominate product design and merchandising and advertising, with FM receivers in all but the lower-priced brackets. He estimated that five million FM receivers will be produced by the radio industry in the first full year of unrestricted production and in the following four or five years the total will grow to about 20 millions. It should be possible to produce AM-FM receivers with excellent performance to retail at $60, based on prewar prices.

Unlike Mr. Godley, but agreeing with the oft-expressed view of Maj. Armstrong and other FM advocates, Mr. Chamberlain said it seemed reasonable that FM eventually will supplant all local, most regional and some high-powered stations.

As to television, the GE director of transmitter sales said there would be two major applications—industrial, where pictures and sound will be carried by wire or radio for various private commercial uses (theatre) and the second "broadcast television", which adds a new dimension to home entertainment and provides one of the most powerful mass advertising media ever developed.

He predicted that within five years after the war there will be at least 100 master television stations in the country (in larger cities) capable of originating programs such as musical comedies and plays. In their service areas will be 67 million people. Smaller areas which can be covered by satellite stations and network television stations were not included in his estimate.

In a presentation graphically illustrated with slides and transcribed records, Mr. Joyce brought home the point that the public

(*Continued on Page 80*)

AMONG THE HONOR GUESTS at the Tuesday luncheon session (l to r): Hon. Robert A. Lovett, assistant secretary of war for air, principal speaker, President J. Harold Ryan, and T. A. M. Craven, vice-president, Iowa Broadcasting Co., key speaker at Tuesday meeting.

NAB Votes Radio Circulation Bureau

Agrees Unanimously on Standard Plan of Measurement

(*Outline of Coverage Plan on Page 86*)

BY UNANIMOUS vote the NAB Executive War Conference last Wednesday authorized the Board of Directors to create, in cooperation with the American Assn. of Advertising Agencies and the Assn. of National Advertisers, a Radio Bureau of Circulation which would utilize a standard method of coverage measurement, recommended by the NAB Research Committee.

At the same time the NAB voted unanimously to make full disclosure of results to all subscribers of the Bureau. President J. Harold Ryan, commenting on the unanimous action, said:

"I think this is really an historic occasion. Broadcasters have gotten together and unanimously agreed. This is a big step forward."

All opposition to the proposed plan, which had been obstinate in recent weeks, faded as one broadcaster after the other spoke in favor of the method. There was disagreement, though, as to disclosure of facts. The Research Committee favored a limited disclosure to station members only. A majority of the Board, in a three-hour session Monday night with the Committee, favored full disclosure to all subscribers, including advertisers and agencies.

Cost Set at $65,500

Estimated cost of the bureau was placed at $65,500 the first year, with a managing director at a salary of $12,500, and an assistant at $6,000. Remainder of the cost would be absorbed by office furniture, rental, secretarial help, printing, executive committee meetings, etc.

Under the plan adopted by the NAB, a controlled mail ballot will be used. Tentative plans are to conduct a ballot every two years, using 1,000,000 ballots at a cost of $1 each, thus making total cost of the biennial survey $1,000,000. That cost will be absorbed by station members.

Hugh Feltis, KFAB Lincoln, chairman of the NAB Research Committee, submitted the complete plan with illustrations. He explained that the cost per thousand ballots to member stations would be based on station rates.

Dietrich Dirks, president of KTRI Sioux City and chairman of the NAB Sales Managers Executive Committee, pointed out that for 22 years the NAB has been meeting annually to pool ideas, but that an acceptable method of measuring coverage had been "conspicuous by its absence". He said the

(*Continued on Page 72*)

Fly Would Keep Radio in Active Hands Rather Than Banks, Trusts, Estates

THE VOICE of the dead will not control radio in the United States under the FCC's present attitude, Chairman James Lawrence Fly declared last Wednesday afternoon in a news conference at the Palmer House, Chicago, following his address at the NAB Executives War Conference.

In his prepared speech at noon Mr. Fly had said: "The Commission in certain decisions has already indicated a reluctance to see broadcasting operations move from the hands of competent, specialized personal management into the toils of a legally mechanized impersonal trust estate."

Questioned at his "won't talk politics" news conference, Mr. Fly said that should a station licensee die and leave his property in a trust for a son, the Commission would not grant a license to the bank or trust company named by the deceased. Elaborating on his prepared statement the FCC Chairman said the Commission would not permit broadcasting to pass into the hands of banks or trust companies as "account numbers".

Ill Will Unjustified

Another reporter, referring to the Chairman's speech about political campaigns, started to say: "The Republicans have charged—." Mr. Ely cut him off with: "Nothing doing. Stay off of that." Another reporter remarked: "You seemed to imply a warning that radio commentators couldn't go overboard on politics." "Couldn't they?" grinned the Chairman.

Pressed for FCC regulations governing political broadcasts the chairman said he didn't want to discuss it further. He refused to comment on the CIO's campaign to force free time on stations, contending that the CIO-WHKC case still is pending before the Commission and that such a question was unfair to him, as one of the judges who must decide the case.

A reporter asked if rumors that the industry generally was dissatisfied with the Commission and particularly with the Chairman, Mr. Fly smiled and remarked: "They're entitled to their opinions," then added: "There's no justification for the ill-feeling towards the FCC or me. I might say that there's a better feeling today in the industry towards the Commission and in the appraisal of me." He said that better relationship was brought about by a "better acquaintanceship."

Mr. Fly said one of the Commission's No. 1 projects is to see that there are adequate facilities for the transmission of news in the postwar period.

On an international basis speaking on the overall communications picture for America, he said: "If we get the best possible for this country we'll have to move out internationally and do it by treaty." Mr. Fly added that the future depends much on the findings of both the Commission and the State Dept. in their respective allocations investigations.

Sees Unified Service

The FCC Chairman visioned a "unified service" after the war, with one set to receive television, FM, facsimile and AM and said such could be accomplished if the "public will demand it." He also spoke of interferences, such as diathermy machines, and said the Commission had been studying the question, although at present it has no authority to act.

Australian Commercials Not 'Laid On so Thick'

COMMERCIALS are not "laid on so thick" in Australian programs, sponsored newscasts are voluntarily prohibited by stations and spot announcements have practically disappeared from night programs R. E. Lane, deputy general manager of the Macquarie Network in Australia, who attended the NAB Executives War Conference, said.

Some of the American programs have become familiar to Australian listeners through operations of the U. S. Army Network which broadcasts network programs, with commercials deleted, over Commonwealth stations for the benefit of American troops. Mr. Lane said the Australians are especially fond of *Fibber McGee & Molly* but American humor as a rule "goes over the heads" of listeners.

NAB Board of Directors 1944-45

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Medium Stations
*T. A. M. Craven, WHOM New York.
Don S. Elias, WWNC Asheville, N. C.

Small Stations
*Dietrich Dirks, KTRI Sioux City, Ia.
Frank King, WMBR Jacksonville, Fla.

Network
*Dr. Frank Stanton, CBS New York.
Frank M. Russell, NBC Washington.

*New members.

RTPB Prepares For FCC Hearings

Full Board Meeting Planned In New York, Sept. 14

W. R. G. BAKER, chairman of the Radio Technical Planning Board, has called a meeting of the full board for Sept. 14, at the Biltmore Hotel, New York, in preparation for the FCC hearings on allocation to begin Sept. 28 in Washington, in which the RTPB will take an active part.

Panel Reports

Meeting will convene at 10:30 a.m. and will include reports of the panel chairmen on the allocation requirements of their particular service and a report by Dr. C. B. Jolliffe, chairman of Panel 2, on allocations, who will present a tentative overall allocation proposal.

To complete the preparation of this general allocation plan, Dr. Jolliffe has called a meeting of his panel on Sept. 7 and 8 at the Commodore Hotel, New York. Panel 1, on spectrum utilization, will meet at the Biltmore Sept. 13 to prepare its recommendations, with its chairman, Dr. A. N. Goldsmith, warning panel members that the magnitude of the task will probably carry the meeting into the late evening hours.

D. E. Noble, chairman of Panel 13, on police and emergency services, has called a meeting of his panel on Sept. 18 at the Commodore Perry Hotel, Toledo, to consider approval of all completed reports. An evening session, the meeting will be the panel's final one before the FCC hearing, the notice states.

1,000 DELEGATES ATTEND OPENING S

WLB Panel Favors Denial Of Petrillo WJJD Demand

No Justification for Forcing Station to Use AFM Platter Turners, Says 2-1 Decision

IN A 2 TO 1 decision the National War Labor Board regional panel on the WJJD Chicago dispute has recommended that the demand of the American Federation of Musicians to force the employment of additional musicians for platter-turning operations be denied. Joining in the affirmative vote were John K. Kyle, public member, and A. O. Lampland, industry member. Dissenting from the majority opinion was John Heil, labor member.

The panel found that the present staff of musicians at the station does not have sufficient work to fill in the minimum of 25 hours per week called for in the contract with the union. It declared that it could see no justification in view of the manpower shortage in the Chicago area for giving the musicians exclusive jurisdiction over record-turning operations.

Petrillo Cited

The majority decision cited the testimony of James C. Petrillo, AFM president, before a Senate committee admitting that the principle of employing musicians as record turners exclusively was not sound.

The panel refused to pass on the merits of the quota system under which WJJD is required to employ 10 staff musicians and which the station requested be abolished. On this question the panel unanimously agreed that the contractual arrangements between the station and the union setting a minimum of 10 musicians "should not be disturbed by governmental directive order in the absence of a strong showing of the need for such change". It recommended that the quota clause in the present contract be continued for the current year.

In view of the acquisition of WJJD by Marshall Field, the panel made no decision on the union demand for a $90 per week wage rate in the event WJJD furnished musical programs to WIND Chicago, controlled by Ralph Atlass, who formerly owned WJJD.

Regarding union demands for a three-year contract, modified later following the transfer of the station, the panel ruled that since the same corporation is the owner of the station and there has merely been a change in the ownership of the corporate stock the original agreement be continued except those questions in dispute and that the contract be for one year from the date of expiration of the last contract.

The panel report is the outgrowth of a WLB directive of May 1 terminating a strike of musicians called on April 14 when the station refused "make-work" demands of the union. The Board referred the dispute to the regional WLB for hearings into the merits of the case. Hearings were held by the panel on May 17 and July 7.

A decision on the panel recommendations is expected soon.

A DUAL-CONTROL multi-purpose television station, exhibited in working model last week at the NAB War Conference, fascinates B. J. Palmer (c), president of WHO Des Moines and WOC Davenport. Designed by the Austin Co. in collaboration with General Electric, station provides flexible studios with all equipment concentrated at one point in center of two-story building. Large studio is in foreground. Sponsors and public are seated in separate lounges on either side of control room. Smaller studios extend to right and left of pivoting control room, directly behind that serving large studio. Reception lobby, upper left, leads to public observation corridor overlooking two smaller studios. Dressing rooms, workshops, offices and storage facilities are on the ground floor with second floor devoted to control rooms, broadcasting equipment, lounges and public observation areas. Explaining studio at the GE Palmer House headquarters are J. D. McLean (l), sales manager, GE television broadcasting equipment division, and P. C. McCabe (r), sales manager, Austin Co.

WAC SPOTS TAKEN BY 712 STATIONS

YOUNG & RUBICAM announced last Friday that 791 stations had accepted the WAC advertising schedule for a four-week period beginning Sept. 4. Of these 712 accepted the schedule on a straight commercial basis and 79 will broadcast the announcements as a public service, because of policies against accepting paid Government advertising.

WAC radio schedule—five live station breaks and five transcribed one-minute announcements weekly, to be broadcast one of each daily, Monday through Friday, between 6 p. m. and 10 p. m.—was offered by Y&R to 866 stations. The 75 which have not yet accepted, the agency reported, include some with whom negotiations are still going on.

Some of these stations will not accept the spots on a paid basis but did not offer to carry the schedule gratis. Others had no availabilities during the 6-10 p. m. period, or could give only spots but not breaks, or vice-versa. Some are trying to shift present commercial schedules to accommodate the WAC schedule, and a few stations have not answered Y&R's wire.

Taylor Organizes Radio Sales Firm

Taylor-Howe-Snowden Stations And Others Represented

FORMATION of the Taylor-Howe-Snowden Radio Sales, a national sales organization representing southwestern stations, was announced last week by O. L. (Ted) Taylor, general manager of the four Texas stations, KGNC Amarillo, KFYO Lubbock, KTSA San Antonio, KRGV Weslaco and owner of KTOK Oklahoma City. In addition to these stations the new organization will represent KFDM Beaumont and KRMD Shreveport and the Lone Star Chain of seven Texas stations.

Offices have been set up in New York, Chicago and Dallas with general offices in Amarillo under the direction of Alex Keese, general manager of the newly formed company. Mr. Keese was formerly associated with WFAA Dallas.

Executives Named

Jack Keasler, former commercial manager of WOAI, San Antonio, has been appointed New York manager with offices at 19 West 44th Street. Telephone number is Murray Hill 2-2485. Tom Peterson, for the past 10 years in the national advertising department of Scripps-Howard newspapers in Dallas, has been appointed Chicago manager with the offices at 360 N. Michigan Ave., while Clyde B. Melville recently transferred to inactive status in the Army, is to be in charge of the Dallas offices which are located at 806 Tower Petroleum Bldg. The new firm officially got under way Sept. 1.

SESSION OF NAB WAR CONFERENCE

Looking Into the Future of Broadcasting

Rapid Growth in Television, FM Seen; Fairness in Campaign Urged

By JAMES LAWRENCE FLY*

Chairman, Federal Communications Commission

Chairman Fly addressing NAB.

THE history of radio broadcasting since its static-ridden, squeaky-voiced beginnings in 1920 has been one of uninterrupted improvement and uninterrupted expansion. Revenues and profits have grown year after year; technical improvements have been introduced in a continuous procession; and, subject perhaps to a few minor qualifications, program quality has kept step with the onward and upward progress of the art. The question, therefore, which now faces broadcasters is this: Can that march of progress continue unabated through the years of readjustment which lie ahead? I should like, in brief digest form, to suggest some answers to that question on all three levels—commercially, technically, and with respect to programs.

First, the commercial aspects. Two years ago, many broadcasters faced the future with fear and foreboding. The war, rationing, full employment, overtime, night shifts, a sellers' market, censorship restrictions, and the wholly unwarranted bogeyman of Government operation, which was never even dreamed of by anyone in authority—these and other fears and forebodings were widespread.

Prosperous Year

We all know the sequel. The year 1942 was the most prosperous in the history of broadcasting; and 1943, as shown by figures just compiled by the FCC, topped even 1942 by a tremendous margin.

In 1942, for example the standard broadcast stations and networks reporting to the FCC had net time sales of about $164,000,000. In 1943 these revenues had increased to nearly $196,000,000—an increase of approximately 20%.

This increase in revenues resulted in an even greater increase in profits. Net income from broadcasting in 1942, after all expenses except Federal income tax, amounted to about $45,000,000. In 1943 net income expanded by almost 50 per cent, reaching over $66,000,000.

The networks, of course, accounted for a considerable portion of this increase, but even exluding the networks and their owned and operated stations, the 1943 picture was phenomenal. Indeed, it appears that the smaller the station, the greater the percentage of improvement. Thus the net income from broadcasting of the 50,000-watt clear-channel stations increased in 1943 by about 22% over 1942; the 5,000 to 25,000-watt stations increased by 56%; the regional stations by 51%; and the local unlimited-time stations by 188%.

Last year, I devoted considerable time to a discussion of "losers"—those stations which showed a net operating loss for the year. In 1942 there were 194 such stations, and it was feared that many of them would go off the air altogether. I am glad to report that not even a handful have actually ceased broadcasting; indeed, the mortality rate among broadcasting stations is phenomenally low. And the number of "losers" declined from 194 to 94, a further sign of commercial health.

The number of stations affiliated with the major networks in 1942 totalled 572. This increased to 604 during 1943, perhaps in part as a result of the reduction in telephone line charges initiated by the Commission, and to some degree as a result of the Chain Broadcasting Regulations and the separation of the Red and Blue. Thus more than two-thirds of the nation's standard broadcast stations are now affiliated with the nationwide networks. It remains true, however, that the networks do not yet serve the entire country, and that some unaffiliated stations serve areas not presently served by one or more of the four networks. There is thus still room for a further expansion of network coverage, and a further affiliation of independent stations.

But what of the future? Several of the factors which made broadcasting so profitable in 1943 and so far in 1944 will not last forever—the newsprint shortage, for example, and the present tax ratio. Will these changes result in a setback for broadcasting?

I venture to doubt it. For at the precise moment when war-engendered revenues are withdrawn, new factors will arise to take their place. Countless manufacturers will have to re-educate the entire public to the use of their products, and they will inevitably turn to radio. Not only will products long withdrawn from consumers because of the war be back, but new products will be marketed, with a resulting necessity for advertising them.

Much depends, of course, upon the direction taken by our entire economy. If industry, Government, and labor cannot get together to engineer a smooth transition from war to peacetime production and distribution, if full production and full employment cannot be achieved through our economy, if segments of our society are to battle with one another rather than work together in harness towards the common goal, then difficulties may lie ahead. But the experience of the war years has certainly shown that there is no need for such internal strife. We can all pull together; and if we do, we can all benefit. A decade of full production and full employment would certainly open up to the American people a great future—not merely in terms of a perpetually rising standard of living, but also in terms of a successful solution to the social strife which characterizes depressions.

Broadcasting is in a peculiarly favorable position to contribute its share to this postwar goal of full production and employment because, at the very moment when returning soldiers are coming back for jobs, and manufacturers are turning from war to peace production, broadcasting will be launching vast new projects for public service. FM and television, the two great ventures which lie ahead, ensure that broadcasting will do its share to see that the postwar era is one of expansion and prosperity.

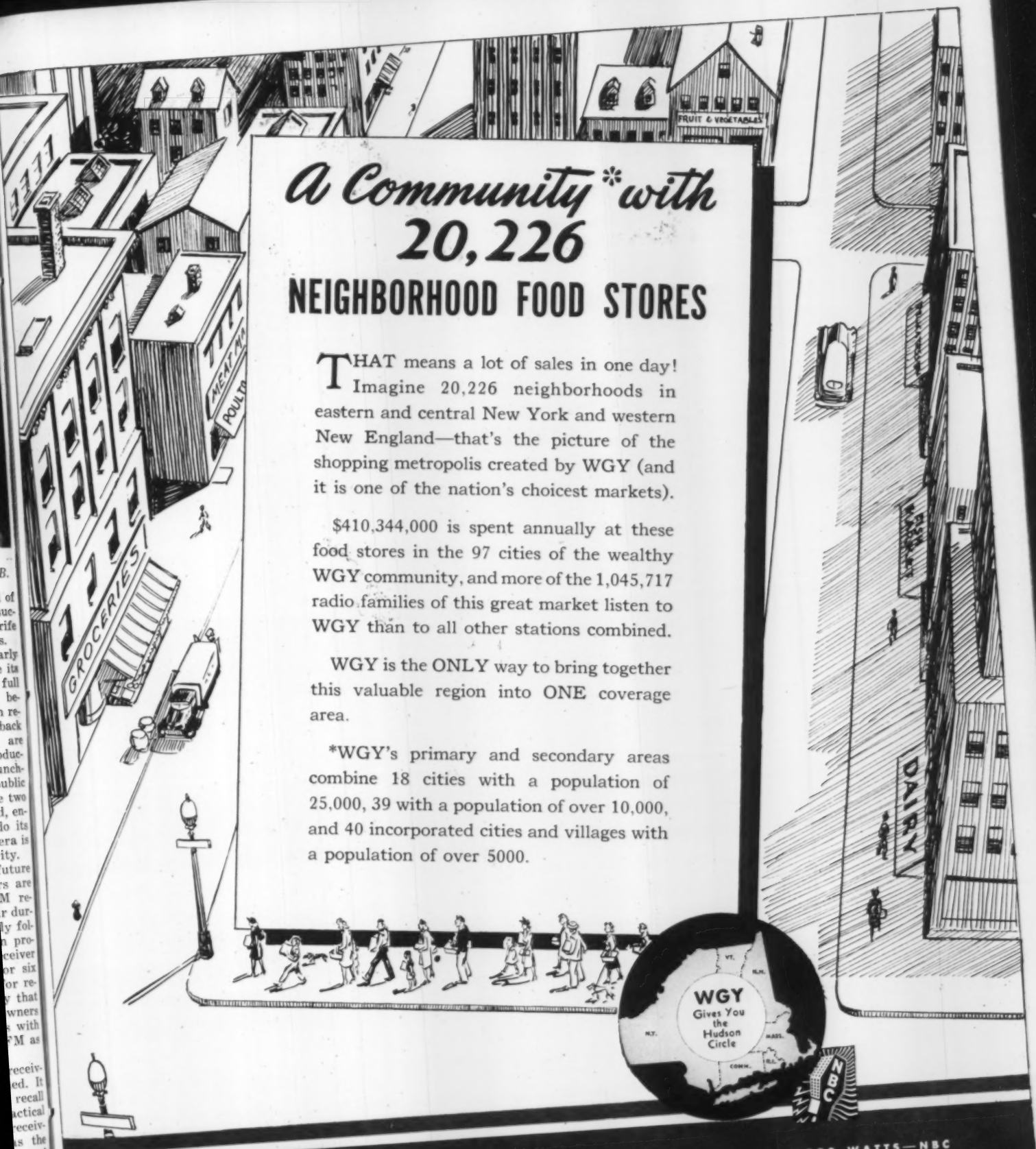
With respect to FM, the future seems assured. Manufacturers are estimating that 5,000,000 FM receivers will be marketed a year during the four years immediately following resumption of civilian production. The average radio receiver today must be at least five or six years old—ready and eager for replacement, and it seems likely that a large proportion of radio owners will replace their prewar sets with receivers which provide for FM as well as AM reception.

The marketability of FM receivers is already well established. It takes no great memory to recall that during 1941 the only practical limit to the number of FM receivers which could be sold was the number that could be manufactured—and that was true despite the fact the FM program transmission was barely under way. With several hundred FM transmitters ready to go on the air as soon as the "freeze" is off, and additional hundreds well along in the planning stage, the receiver market will move right along in step. To take a more pessimistic view would be to fly in the face of

(*Continued on page* 34)

CBS HIGH COMMAND at NAB War Conference, top photo (l to r): Douglas Coulter, vice-president in charge of programs; Joseph H. Ream, vice-president and secretary; Donald W. Thornburgh, vice-president (West Coast); Paul W. Kesten, executive vice-president and director; Frank Stanton, vice-president. CBS family circle (lower photo, first row): Harold E. Fellows, WEEI Boston; Jack L. Van Volkenburg, WBBM Chicago; Arthur Hull Hayes, WABC New York; J. Kelly Smith, Radio Sales, Chicago; second row, Howard S. Meighan, Radio Sales, New York; A. D. Willard Jr., WBT Charlotte; Donald W. Thornburgh, KNX Los Angeles, Columbia Pacific Network vice-president; Merle S. Jones, KMOX.

*Text of speech delivered Aug. 30 at NAB Executives War Conference in Chicago.



A Community* with 20,226 NEIGHBORHOOD FOOD STORES

THAT means a lot of sales in one day! Imagine 20,226 neighborhoods in eastern and central New York and western New England—that's the picture of the shopping metropolis created by WGY (and it is one of the nation's choicest markets).

$410,344,000 is spent annually at these food stores in the 97 cities of the wealthy WGY community, and more of the 1,045,717 radio families of this great market listen to WGY than to all other stations combined.

WGY is the ONLY way to bring together this valuable region into ONE coverage area.

*WGY's primary and secondary areas combine 18 cities with a population of 25,000, 39 with a population of over 10,000, and 40 incorporated cities and villages with a population of over 5000.

GENERAL ELECTRIC WGY-191

WGY

50,000 WATTS—NBC
22 YEARS OF SERVICE
SCHENECTADY, N. Y.

REPRESENTED NATIONALLY BY NBC SPOT SALES

FROM IKE TO TED all well fed. (left photo l to r) I. R. Lounsberry, WGR-WKBW Buffalo; Howard Lane, CBS station relations manager; Murray Grabhorn, Blue spot sales; Frank King, WMBR Jacksonville; O. L. (Ted) Taylor, Taylor-Howe-Snowden group. Envy of his auditors was James MacPherson (center photo, right), manager of KOA Denver who displayed his Colorado sheriff's badge to Vernon Pribble, WTAM Cleveland (center) and E. R. Borroff, Blue Central Division vice-president. General counsel was given (right photo) by the FCC's general counsel, Charles R. Denny (right) to (from right to left) A. N. (Bud) Armstrong Jr., WCOP Boston; George Jaspert, WLAW Lawrence; Arthur Simon, WPEN Phila.

Small Market Stations Advised To Cooperate for Mutual Aid

A TRANSITION period of competition in the smaller markets is imminent in the postwar era, Marshall Pengra, KRNR Roseburg, Ore., chairman of the NAB Small Market Station Committee, brought out at the Wednesday afternoon session of the Conference. As a result of this competitive factor, small market radio stations should streamline their operation, strengthen their programming, step out and do an aggressive sales job, Mr. Pengra told the session. The FCC attitude toward granting licenses to stations in small markets coupled with the potential in certain towns is all the more reason for the present operators to do an aggressive job thereby strengthening their competitive position, Mr. Pengra said.

The Small Market Station Committee is asking the FCC to change the technical operator requirements so that the emergency regulation 91-C, which provides for the use of technicians with restricted licenses will be made permanent. The committee is also petitioning the FCC to review the location in the local channels with reference to interference.

Lewis H. Avery, NAB Director of Broadcast Advertising, suggested that small market stations band together to offer their facilities on a package basis and urged broadcasters to provide needed information to enable station representatives to better serve them.

Mr. Pengra reported on a series of questions which the committee determined are of most concern to small market stations: postwar developments in FM and television, the problem of increasing revenue, how to attract national business, manpower.

William B. Smullen, KEIM Eureka, Cal., a committee member, reported on the committee's studies to provide capable personnel for small stations. "Today," he said, "the industry perhaps faces the need for more men than ever before despite the many formerly in radio who will be returning from military service.

"The advent of FM, television and addition of AM stations will create need of more men. To this need is added the growth of existing station staffs and of possible make-work brought about by masses of men available for general employment."

Pointing out that a large pool of technically trained men soon will be available for the industry to draw upon, Mr. Smullen advocated that radio make its selection from the best members of that pool and train them intelligently. The committee recommended that veterans be chosen on the basis of general education and personality background rather than on strictly technical training alone.

"Perhaps the controlling factor in the use of your station by national advertisers", he said, "is the cost of reaching a thousand homes, not the result obtained by dividing the cost for some unit of time by the number of radio homes in the area you serve but the cost of a specific period divided by the known audience that can be reached during that period. The problem is yours to explore and resolve."

New Raleigh Series

BROWN & WILLIAMSON Tobacco Corp., Louisville (Raleigh cigarettes), is replacing *Beat The Band* on NBC, Wednesdays 8:30-9 effective Sept. 13, with a new half-hour variety program titled *Carton of Smiles*. Program features Henny Youngman and Carol Bruce, with Tom Shirley as announcer and will originate in New York. The 26-week contract was placed by Russel M. Seeds Co., Chicago.

S & M Names Alsop

CARLTON ALSOP has been named radio director of Sherman & Marquette, Chicago. For the past year he has produced for the agency's Judy Canova Show, sponsored on CBS by Colgate-Palmolive-Peet Co. currently replaced by *Romance*. Morgan Ryan, former radio director, becomes account executive on C-P-P continuing with headquarters in New York.

CAMERA CATCHES MBS executives (top) in informal chat at the network party at the Palmer House (l to r): T. C. Streibert, WOR New York; Louis G. Caldwell, Washington counsel; and Carl Haverlin, station relations manager. MBS President Miller McClintock chats (second from top) with Mrs. Myrtle Goulet, manager of the Chicago traffic office, at the network's party at the Palmer House. Charles Godwin (third photo, second from left), Mutual's assistant director of station relations, welcomes James G. Ulmer (right), president of KGKB Tyler, Tex., to the network. The station joined Mutual on Sept. 1. Looking on are Charles L. Harris (left), manager, WGRC Louisville, and Allen Wannamaker, general manager, WGTM Wilson, N. C. Mrs. Claire Cari-Cari, assistant radio director, Gardner Adv. Co., St. Louis, meets Mark Crandall (center), commercial manager, and Frank Bishop, director, KFEL Denver, at MBS party.

KTBS-KTHS Swap Granted by FCC

KTBI Interest to Quilliam Also Is Approved

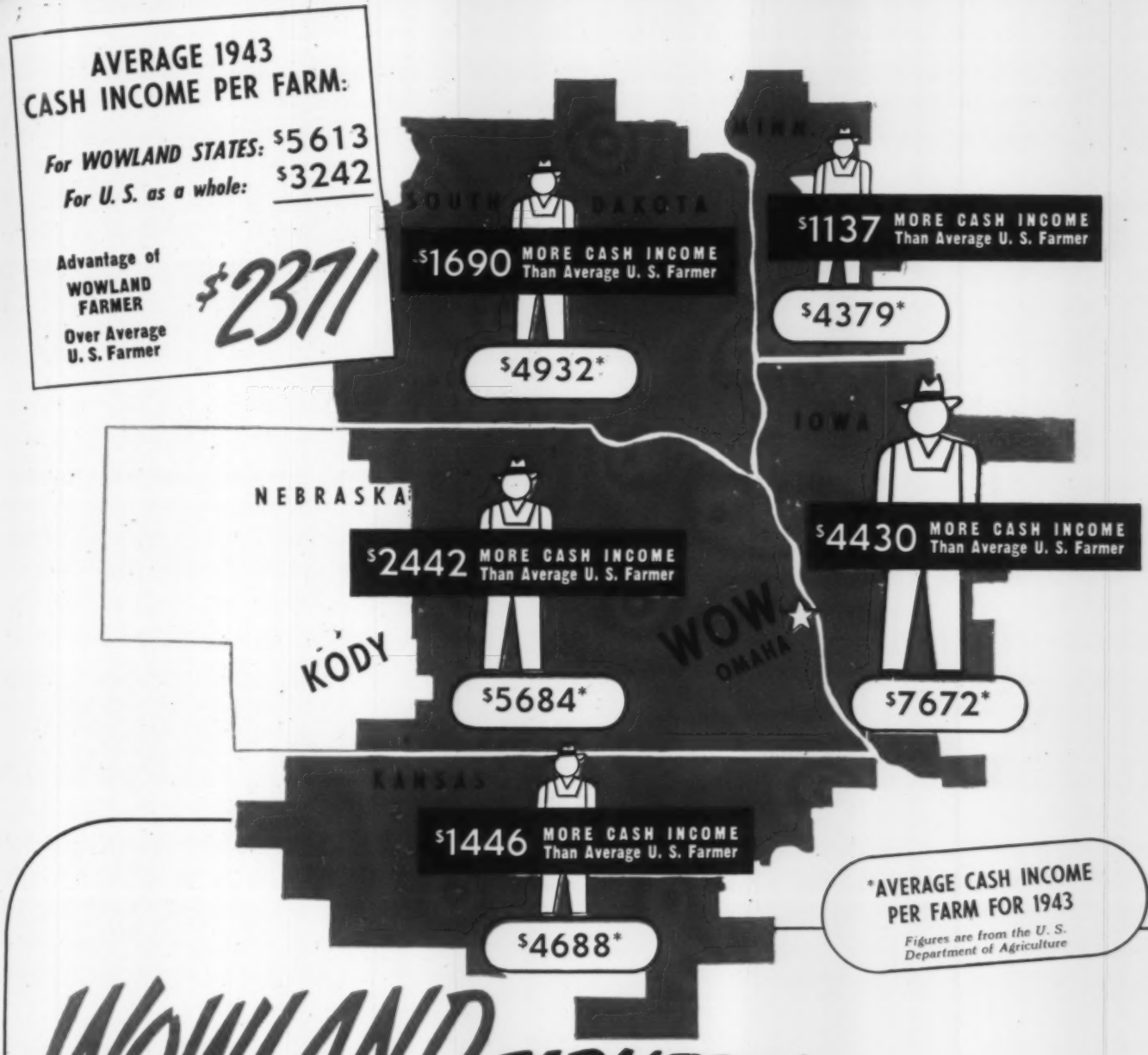
EXCHANGE of KTBS Shreveport, La., sister station of KWKH, by the John D. Ewing newspaper interests to a group headed by John C. McCormack, former general manager of both stations, for KTHS Hot Springs, Ark. was authorized by the FCC last week. Considered the first "swap" stemming from the Commission's ban on dual ownership of standard stations in the same or overlapping areas, no money was involved in the transaction.

KWKH and KTBS have been jointly operated by the Ewing interests, publisher of the *Shreveport Times*, which takes over KTHS. KTBS, under the agreement, as authorized will be taken over in about a month by Radio Station KTBS, a partnership headed by Mr. McCormack. Others participating in the four-way equal partnership are Allen Morris, George D. Wray, and P. E. Furlow.

At the same action Harold S. Woodworth, treasurer of KTBI Tacoma, Wash., was granted his request for sale of 150 of his 179 shares common stock in KTBI to H. J. Quilliam, manager of KIRO Seattle, for $18,000. Mr. Quilliam, who is to relinquish his minor holdings in KIRO, will assume additional duties as manager of KTBI, application stated. Mr. Woodworth had become major stockholder in the Tacoma outlet several months ago.

Commission approval was also granted for transfer of control of WLAK Lakeland, Fla., from Lake Region Broadcasting Co., licensee corporation, 100% owned by S. O. Ward, to Mr. Ward as an individual, trading as Radio Sation WLAK.

TONY WAKEMAN, Washington sports announcer, will join WWDC, independent, Oct. 18, G. Bennett Larson, general manager, announced last week. Mr. Larson said Mr. Wakeman had signed his contract with WWDC —prior to the Tony Wakeman-Sam Brown altercation Aug. 15.



WOWLAND FARMERS' Cash Income for 1943 is Better than the U. S. Average by

35% TO 250%

(AND 1944 LOOKS EVEN BETTER!)

Radio Station WOW covers the western third of Iowa; the eastern two-thirds of Nebraska; half of So. Dakota and rich areas of Minnesota, Kansas and Missouri

Ask Your Blair Man for Availabilities

RADIO STATION
WOW INC.
OMAHA, NEBRASKA
590 KC • NBC • 5000 WATTS
Owner and Operator of
KODY AT NORTH PLATTE

JOHN J. GILLIN, JR., PRES. & GEN'L. MGR.
JOHN BLAIR & CO., REPRESENTATIVES

Proven Producers for Particular People

Long rated as the No. 1 station with local advertisers, WSIX delivers for national accounts the same intensive coverage that makes it first choice of Nashville retailers and distributors.

Not only in power and frequency (5,000 watts on 980 kc) but also in *proven listener preference* does this station meet the requirements of the most particular time-buyers.

We shall be glad to give you full information about the Nashville market and this station's coverage, rates and availabilities.

The Katz Agency, Inc. National Representatives

Member Station, The Blue Network and Mutual Broadcasting System

5,000 WATTS

980 KC

WSIX

"The Voice of Nashville"

NASHVILLE, TENN.

GENERALS LAUD WARTIME RADIO

Marshall, Eisenhower, MacArthur Transmit Thanks; Lovett Ask Suggestions

PLAUDITS for radio's wartime job and expressions of confidence in its future as a news and entertainment medium were expressed by America's top-ranking generals at the NAB War Conference last week. At the same time Robert A. Lovett, Assistant Secretary of War for Air, told the nation's broadcasters that in the postwar period radio and aviation must work hand-in-hand to preserve a lasting, prosperous peace.

Coming as a surprise feature at the first luncheon session last Tuesday, the voices of Gen. George C. Marshall, Chief of Staff; Gen. Dwight D. Eisenhower, Supreme Commander, Allied Expeditionary Forces, Gen. Douglas A. MacArthur, Commander-in-Chief, Allied Forces, Southwest Pacific Area, Adm. Ernest J. King, Commander-in-Chief, U. S. Fleet, and Adm. Chester J. Nimitz, Commander, Pacific Area, were heard by transcription, flown to Chicago for the occasion.

Radio's Opportunity

Assistant Secretary Lovett, declaring that the nation "which commands the air can command its own fate", told the broadcasters that the Army Air Forces goal is "to maintain at all times in the future the finest quality air force in the world". He paid high tribute to America's flying men, who make up the Air Corps and asserted that the future of aviation must be maintained on a high plane with the nation's best men.

Radio can help to preserve the air force, both military and civilian, by presenting facts about aviation, he said. "All of us have a heavy responsibility to see that this is done" he asserted, "but as the investigators of fact and moulders of thought, an unusual degree of responsibility would appear to rest on radio and the press." He urged access to the sources of facts, outlined the Army Air Forces plans for the postwar period and declared:

"We are anxious that the public should give these matters thoughtful and informed consideration. . . . How to bring the facts to their attention causes us much concern. We would, therefore, welcome your impartial study of the situation, your conclusions and any suggestions. It is, I think, clearly a problem we must share.

"We must find the right answer to the riddle of the airborne age that lies before us. On these answers from an informed and alert public depends the re-establishment of a world of decency and order."

Said Gen. Marshall: "Conspicuous among the developments unknown to the first World War is the increasing dependence of the American public on radio broadcasts. The industry exerts a tremendous influence on public opinion and it must therefore bear the burden of a heavy responsibility."

Gen. Marshall, asserting that radio "renders an important service" for troops overseas, particularly in the isolated stations of the Pacific, in Africa and the Far East, thanked radio on behalf of the Army for its service. He emphasized the importance of "keeping the radio service, at least so far as it pertains to the soldiers in our overseas forces, on a very high plane".

"We have come to regard the radio reporters in the field as staff members" said Gen. Eisenhower. "They have measured up in the fullest sense to the high standards of courage, coolness and initiative demanded of the men in our armed forces. No commander can fail to comprehend the vital importance of an informed and understanding civilian population. . . .

"Official communiques must of necessity be brief and formal. It remains for your correspondents to give them substance and perspective; to transmit the fury of the battlefront, its problems and demands, intact and promptly to your millions of listeners. This task they have most ably performed.

"We soldiers, too, are well aware of the great part radio has played in the double battle of production and morale on the home front. The inspirational programs, the dramatic presentations of our needs overseas, the time allotted to the various arms and services of our vast military organization for the clarification of their tasks—all these are contributions whose value cannot be measured in terms of their commercial cost."

Gen. MacArthur, declaring that "news is almost as fundamental as food", said that "the breath-taking development of radio has filled the yawning gap caused by man's insatiable thirst for information. It furnishes leaven, which more perhaps than any other, will ultimately tend to bind men together in universal understanding."

Thanking the NAB and radio as a whole for its service in the war Gen. MacArthur said: "You have brought to the soldiers of this far-flung front a breath of remembrance, and to those left behind the comfort of the knowledge of what we do . . .

"We know that in the eventful days ahead, we can count on the broadcasters for full support."

Adm. King and Adm. Nimitz, on behalf of the Navy, also greeted the NAB and paid their respective compliments for the splendid job radio is doing for American seamen and Marines. Adm. Nimitz referred to the drive on Japan as the "biggest commercial show of all".

MUTUAL AFFILIATE PROMOTION MANAGERS!

$1,000.00

IN "E" WAR BONDS

FOR YOU

In The Biggest Juvenile Program Promotion Contest Ever Held!

Eight Prizes Totaling $1000.00 in War Bonds Given Away! Winning Promotion Managers and Their Stations to Receive Nationwide Recognition! Any Mutual Affiliated Station Can Enter! Contest Starts September 1st. Start Your Promotion Now!

PRIZES

FIRST PRIZE	$500 WAR BOND
SECOND PRIZE	$250 WAR BOND
THIRD PRIZE	$100 WAR BOND
FOURTH PRIZE	$50 WAR BOND
FIFTH, SIXTH, SEVENTH AND EIGHTH PRIZES .	$25 WAR BONDS

Series "E" Maturity Values

CONTEST RULES

In the case of ties, duplicate prizes will be awarded. The eight winning stations will receive national recognition and special certificates of merit.

Prizes will be awarded to the promotion managers who, in the opinion of the judges, have produced the most effective, consistent and complete promotion of Mutual juvenile programs carried over their stations throughout the six-month period from September 1st, 1944 to March 1st, 1945. All Mutual stations, irrespective of size or established merchandising facilities have an equal opportunity to win. Awards will be made on the basis of consistency and originality of each station's campaign—taking into consideration merchandising facilities available to each entrant.

WHO IS ELIGIBLE TO ENTER THE CONTEST?

Any promotion manager, publicity director, station manager, program director, or other individual employed by a Mutual network affiliated station, who has been entrusted by that station with the work of general program or merchandising promotion.

WHERE SHOULD THE ENTRIES BE SENT?

All entries should be sent in the form of a scrap book to Mr. Harold M. Coulter, Manager, Audience Promotion, Mutual Broadcasting System, Inc., 1440 Broadway, New York 18, N. Y. All entries must be postmarked before midnight April 1st, 1945, and become the property of the Ralston Purina Company, of St. Louis. No entries will be returned.

WHAT WILL CONSTITUTE JUVENILE PROGRAM PROMOTION?

Radio spot announcements, newspaper ads, editorials, publicity stories, hand-bills, direct mail, billboards, window streamers, store displays, movie trailers, or stunts designed to promote an increased listening audience for Mutual's children's shows and/or to promote the sale and distribution of products advertised by clients of these children's programs.

WHO WILL JUDGE THE CONTEST?

Mr. Sol Taishoff, editor and publisher of Broadcasting Magazine, and a committee selected or designated by him from the editorial staff of Broadcasting.

The opinion of the judges will be final.

WHEN WILL THE AWARDS BE MADE?

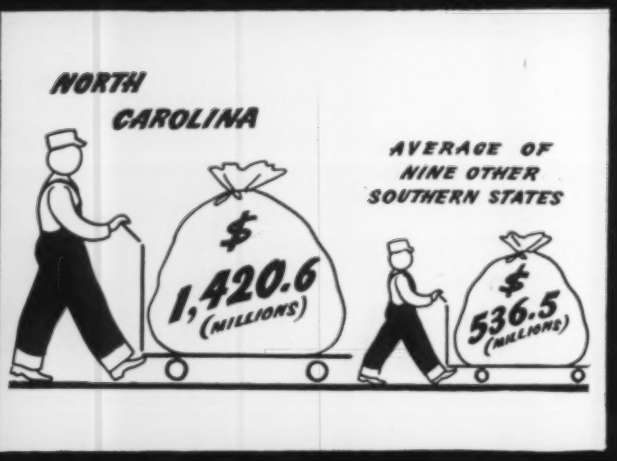
Winners will be announced on or about July 1st, 1945.

Sponsored by the RALSTON PURINA COMPANY of St. Louis

For additional information write:

HAL COULTER, MUTUAL AUDIENCE PROMOTION, 1440 BROADWAY, NEW YORK 18, OR BROADCASTING MAGAZINE

NORTH CAROLINA
IS THE SOUTH'S
No.1 AGRICULTURAL
STATE



WPTF
(CARRYING N. B. C.
WITH 50,000 WATTS
AT 680 K C)
IS NORTH CAROLINA'S
No.1 SALESMAN
WPTF • RALEIGH

FREE & PETERS, INC.
NATIONAL REPRESENTATIVES

Terry, Bell Named District Directors; Yocum Resigns, Joins CBS Washington

HUGH B. TERRY, KLZ Denver, and John C. Bell, WBRC Birmingham, were elected district directors of the NAB by the board of directors at a pre-war conference meeting in Chicago last Monday night. Mr. Terry succeeds Ed Yocum, KGHL Billings, Mont., who resigned both his Billings post and the district directorship to join CBS as director of station relations in the Washington office. Mr. Terry will serve until the NAB annual meeting in 1946, filling the unexpired portion of Mr. Yocum's term. He will represent the 14th district, comprising the states of Colorado, Idaho, Utah, Wyoming, Montana, and a portion of South Dakota.

Mr. Bell succeeds James W. Woodruff, Jr., president of the Georgia Broadcasting Co. (WRBL Columbus, WATL Atlanta, WGPC Albany), who recently was inducted into the Army. He will serve until next year, completing Mr. Woodruff's unexpired term, and will represent District 5, comprising Alabama, Florida, Georgia and Puerto Rico.

Mr. Yocum, who had been re-elected to the board earlier this year, will join CBS in Washington Nov. 1, according to an announcement by Joseph H. Ream, vice-president and secretary. The appointment was made in anticipation of the increased importance of Washington operations in the light of the forthcoming hearings on spectrum allocations, as well as other Washington contact functions necessitated by the network monopoly regulations. Before joining KGHL ten years ago, Mr. Yocum was manager of KGEZ Kalispell, Mont.

Mutual to Offer Series to Others

New Policy Announced; Net Affiliates Total 246

WORLD SERIES baseball, exclusive on MBS for several years, will be available this year to stations not affiliated with the network in localities not served by Mutual, in accordance with the policy of Commissioner K. M. Landis and the sponsors, Gillette Safety Razor Co., Boston, it was disclosed at a meeting of the Mutual board of directors last week at the Drake Hotel, during the NAB War Conference.

Directors approved in principle establishment of a standard method for the measurement of radio coverage, as projected by the NAB research group.

Symphony Continues

According to Miller McClintock, president, MBS now comprises 246 stations, chosen not only for their ability to provide thorough hometown coverage on the present broadcast bands but for frequency modulation whenever available.

Announcement also was made of arrangements to continue during the coming season the Cleveland Symphony Orchestra Sunday night broadcasts.

Benedict Gimbel, Jr., WIP Philadelphia, was elected to the board. Present were: Alfred J. McCosker, WOR New York, chairman, who presided; W. E. Macfarlane, WGN Chicago, head of the executive committee; E. M. Antrim, WGN; H. K. Carpenter, WHK Cleveland; Mr. McClintock; John Shepard 3d, Yankee Network, Boston; T. C. Streibert, WOR New York; Lewis Allen Weiss, Don Lee Network, Hollywood; H. W. Batchelder, WFBR Baltimore; J. E. Campeau, CKLW Detroit-Windsor; Leonard Kapnar, WCAE Pittsburgh.

Mutual last week announced the addition of seven affiliates, bringing the total number to 246. KGKB Tyler, Tex., and KSWO Lawton, Okla., will join as soon as line facilities are completed. Two stations joining as members of the basic optional group of the Don Lee network, MBS regional affiliate, are KUJ Walla Walla and KRLC Lewiston, Ida. Effective Sept. 15, MBS will add WATN Watertown, N. Y., and WSLB Ogdensburg. KPDN Pampa, Tex., joined Aug. 18.

Marshall Field Spots

MARSHALL FIELD & Co., Chicago department store, on Sept. 13 starts an 11-week spot campaign on WGN WLS WJJD WIND WGES to recruit helpers for the Christmas buying rush. Present schedule calls for 94 to 100 transcribed and live announcements weekly, on all five stations. Consideration is being given to expanding the drive to other stations in the Chicago area. Agency is Abbott Kimball Co., New York and Chicago.

Filene Fete on WHN

FILENE'S Department Store, Boston, has purchased a quarter-hour on WHN New York Sept. 5 only to present *Bill Cunningham's Commentary*, transcription of a program highlighting the 36th anniversary of the store's automatic bargain basement. Program will be heard live the preceding day on the Yankee Network and recorded at WICC Bridgeport, Yankee affiliate, for airing on WHN as supplementary New England coverage. Business placed direct.

Vallee for P & G

PROCTER & GAMBLE Co., Cincinnati (Drene), on Sept. 9 starts the *Drene Show* on NBC Saturday, 8—8:30 p. m. (EWT), with West Coast repeat, 8:30—9 p. m. (PWT). A package deal by Music Corp. of America, the musical-variety series stars Lt. Rudy Vallee of U. S. Coast Guard, now on inactive duty. H. W. Kastor & Sons Adv., Chicago, is agency.

A GREAT EDUCATOR SPEAKS OF YOU, OF US, AND OF DUTY

"America is fortunate today in having comparatively well developed the four great educational agencies—the school, the church, the press, and the radio. Every day and almost every hour, free and essentially uncensored . . . not only is the news spread far and wide throughout the world, but the cause of freedom and the advantage of popular government are kept before our citizens."

ALEXANDER G. RUTHVEN
President, University of Michigan
speaking on "Victory F.O.B."—WJR, Detroit

Listen to
"VICTORY F.O.B."
Every Saturday on
WJR—CBS Network
3:00 p.m. E.W.T.

WJR, as a member of one branch of "the four great educational agencies," accepts this challenge eagerly, aggressively, as part of its previously dedicated purpose pledging all the power of "Michigan's greatest advertising medium" to establishing and maintaining *free speech through the free air of a free land.*

WJR
THE GOODWILL STATION
50,000 WATTS · DETROIT
CBS

BASIC STATION, Columbia Broadcasting System · G. A. RICHARDS, Pres. . . . LEO J. FITZPATRICK, Vice-Pres. and Gen. Mgr. · EDWARD PETRY & CO., INC., National Representative

WAKR
Sells!
THAT'S WHY
AKRON
FURNITURE DEALERS
SPEND OVER 80%
OF THEIR RADIO
ADVERTISING DOLLAR
ON WAKR
WAKR TOWERS
OVER AKRON

Basic Blue Network
5000 WATTS
DAY AND NIGHT
★
Weed & Co.
National Representatives

Proposed Merger of FMBI With NAB Appears Remote

Invitation of President Ryan Accepted Only In Part; Meeting with Board Rejected

PROSPECTS of immediate steps toward affiliation of FM Broadcasters Inc. with the NAB as the overall trade association of radio appeared remote following a meeting of the FMBI board in Chicago last Monday, held in conjunction with the NAB Executives War Conference.

An invitation from J. Harold Ryan, NAB president, to the FMBI board to have a delegate meet with the NAB board, ostensibly to discuss a possible fusion of the new trade group with NAB, was accepted only in part. The FMBI board instructed President Walter J. Damm, WTMJ-WMFM Milwaukee, to meet with Mr. Ryan and explore the matter, but failed to approve a session with the NAB board at this time.

IRAC Report Cited

Some concern has been evinced over the separate evolution of FMBI as a trade association. NAB spokesmen feel that FM, television and other new radio developments all are identified with broadcast service and that all should fall under the aegis of the NAB. On the other hand, the founders of FMBI are represented as feeling that greatest benefits can accrue to the new broadcast service through a separate organization. Moreover, certain members influential in FMBI are opposed to certain aspects of NAB organization and policy.

The FMBI board also adopted a resolution calling attention to the failure of the Interdepartmental Radio Advisory Committee, in its allocation plan, to provide spectrum space for FM relay service. President Damm was instructed to direct to the attention space for FM relay service. President Damm was instructed to direct to the attention of appropriate groups and authorities the need of FM service for adequate relay facilities. Copies of the resolution were ordered sent Panel 19 of the Radio Technical Planning Board, the FCC, IRAC, and the State Dept.

Tentative plans for a general FMBI meeting, to be held the week of Jan. 22 at the Commodore Hotel, New York, also were discussed by the board. Definite action on the proposed meeting will be taken later, in the light of war conditions and developments at the general allocations hearing called by the FCC to begin Sept. 28. Last January FMBI held its first general meeting and drew an attendance of 750.

First copies of a new FMBI promotional booklet, designed for public consumption as an FM primer, were presented to the board. The initial printing order is 200,000 and copies will be distributed through dealers, station and equipment companies. Space for imprint of the distributing company is provided.

With the admission of 23 new members, FMBI membership now totals 137. New active members admitted by the board are:

Atlantic Coast Broadcasting Co. (WTMA), Charleston, S. C.; Banks of the Wabash Inc. (WBOW), Terre Haute, Ind.; Beckley Newspapers Inc., Beckley, W. Va.; A. H. Belo Corp. (WFAA) Dallas; Consolidated Broadcasting Corp. (KGER), Long Beach, Cal.; Gannett Publishing Co., Portland, Me.; The Gazette Co., Cedar Rapids, Ia.; *Hartford Times* (WTHT), Hartford, Conn.; James F. Hopkins (WJBK), Detroit; Rhea Howard, Wichita Falls, Tex.

William Penn Broadcasting Co., (WPEN) Philadelphia; Peoria Broadcasting Co. (WMBD), Peoria, Ill.; Maj. A. A. Schechter, New York; Susquehanna Broadcasting Co., (WSBA) York, Pa.; Times Picayune Publishing Co., New Orleans; WCBS Inc., Springfield, Ill.; WIBX Inc., Utica; WPTF Radio Co., Raleigh, N. C.; Times Herald Co., Port Huron, Mich.; West Virginia Radio Corp. (WAJR), Morgantown, W. Va.

Admitted as associate members were Indiana U., Bloomington, Ind, and Western Michigan College of Education, Kalamazoo, Mich. As an affiliate member Harvey Radio Labs., Cambridge, Mass., was admitted.

Officers and members present were, besides Mr. Damm:

T. C. Streibert, Bamberger Broadcasting Service, New York, vice-president; L. W. Herzog, WTMJ-WMFM, secretary-treasurer; Franklin Doolittle, WDRC-FM Hartford; Lee B. Wailes, Westinghouse Radio Stations; Arthur B. Church, KMBC and KMBC-FM, Kansas City; George Lang, WGN and WGNB Chicago. John V. L. Hogan, WQXR-WQXQ New York, was absent.

Others attending were Myles L. Loucks, FMBI managing director; Philip G. Loucks, Washington attorney and FMBI general counsel; C. M. Jansky Jr. and Stuart Bailey, consulting engineers and FMBI engineering counsel.

STRINGER HONORED

NAB Promotion Director Wins Army Acclaim

HIGH TRIBUTE to Arthur Stringer, NAB director of promotion and circulation, for conceiving, organizing and completing the technical training program for the Army Signal Corps was paid in a formal ceremony at the NAB Executives War Conference in Chicago last Tuesday with the presentation of the Signal Corps' "Certificate of Appreciation" to the NAB department head.

Speaking for Maj. Gen. H. C. Ingles, Chief Signal Officer, Col. Leland H. Stanford, Signal Officer of the Sixth Service Command, presented the award together with a symbolic badge, after having praised Mr. Stringer's efforts. Col. Stanford credited the NAB promotion director with initiating the campaign in 1941, which resulted in the training of some 50,000 enlisted reservists in technical radio schools. The high level of Signal Corps personnel efficiency, he said, in no small measure can be attributed to this training, which reached its peak in the 1941-1942 period.

In accepting the award, to enthusiastic applause, Mr. Stringer modestly gave the credit to the "900 stations" and their executives.

XUM

A Natural in New York.....

YOU can "fade" your competition with confidence if your New York sales promotion includes a WOV schedule. WOV has the combination that makes this important station a natural for a continuous listener audience . . . night and day. In the daytime, WOV overwhelmingly dominates metropolitan New York's Italian-speaking audience of 520,000 radio homes. And in the evening, between the Hooper hours of 8:00 and 10:00 p.m., WOV covers more metropolitan homes than any other New York independent station . . . at less than half the cost of the next ranking station. Around-the-clock, WOV is a natural in New York.

RALPH N. WEIL, General Manager
JOSEPH HERSHEY McGILLVRA, Nat'l Rep.

WOV
New York
THE KEY TO TWO MARKETS

Woods Urges All Blue Affiliates Map Plans for FM Expansion

13 Blue Stations Receive Awards for Audience Promotion; Kobak Resignation Denied

WORD OF mouth reports that a Blue Network executive shakeup was imminent, with executive vice-president Edgar Kobak slated to leave, were emphatically denied last Wednesday in Chicago by Mark Woods, Blue president. Other network officials—Edward J. Noble, chairman of the board, and Chester LaRoche, chairman of the executive committee—branded the reports as wholly fallacious.

Mr. Kobak stated he was not aware of any change in his status. He denied concurrent reports that he would become the executive operating head of Mutual. A stockholder in the Blue and the dynamic force in its sales operations, Mr. Kobak has worked closely with Mr. Woods on the network's executive direction since it was separated from NBC more than two years ago. He has been in the forefront of the network's operations since Mr. Noble formally took over last October.

There was no confirmation at Mutual headquarters of any arrangement with Mr. Kobak. It is known, however, that the network is looking for an executive operating official, to work under President Miller McClintock.

Urging Blue affiliates to "get in on the ground floor of FM", Mr. Woods told the executives of 195 Blue stations at a meeting during the NAB War Conference at the Palmer House last Monday that while replacement of AM by FM will be gradual, a complete changeover can be expected from within five to ten years.

Mr. Woods, in advising the affiliates to file immediately for FM licenses, and place orders with manufacturers of FM transmitting equipment, estimated that some 20,000,000 FM sets will be in operation within four years after the conclusion of the war, and predicted that radio audiences will turn to FM because of better reception. For the station operator, FM will solve the problem of allocation, provide uniform day-and-night coverage, irrespective of place on the dial.

Stating that Blue program service is available to the FM adjuncts of Blue affiliate stations, Mr. Woods revealed that the Blue Network will file for FM licenses in San Francisco next week, and that the network has licenses on file with the FCC for FM stations in New York, Chicago, Los Angeles.

Awards were made at the meeting to 13 Blue stations for outstanding audience promotion on Blue Network programs, based on a poll of advertising account executives who have programs on the Blue. The winners were WFIL Philadelphia, KXOK St. Louis, WTCN Minneapolis in the group of stations in cities of 500,000 or over; WOWO Fort Wayne, WISH Indianapolis, WRNL Richmond in the group of stations in cities of 100,000 to 500,000; WCBS Springfield, Ill., WIZE Springfield, Ohio, WROK Rockford in the category of cities 50,000 to 100,000; KGGF Coffeyville, Kans; WKIP Poughkeepsie; WBCM Bay City, Mich., and KPQ Wenatchee, Wash. in the group of stations in cities under 50,000.

The meeting, presided over by Keith Kiggins, vice-president in charge of station relations, was also addressed by Edward J. Noble, chairman of the board; Edgar Kobak, Blue executive vice-president, and Chester J. La Roche, chairman of the executive committee, who along with Lt. Col. Robert E. Kintner, newly appointed vice-president in charge of public service and public relations, were introduced to the Blue station managers and owners.

'CHIEF' ANNOUNCER goes on warpath! Victim is Karl Janssen, KTUL Tulsa program director, caught in the grip of KTUL announcer Chief Shunatona, full blood chief of the Otoes, Oklahoma tribe. Shunatona, in addition to his announcing and strangle-hold prowess, also produces a program of early days of Tulsa for KTUL.

Giants to Old Golds

FOR THE fifth consecutive year, WHN New York will cover the at home and away games of the New York Giants professional football games, broadcasting 10 games this year under sponsorship of P. Lorillard Co., New York, for Old Golds, starting Oct. 8. Red Barger and Connie Desmond will cover. Agency is J. Walter Thompson Co., New York.

Blue Pacific Feature

CLETE ROBERTS and Arthur Feldman will be heard on the Blue's Sunday *Weekly War Journal*, following their arrival at General MacArthur's headquarters to cover Pacific action.

A LETTER WORTH READING!

O'NEIL, LARSON & McMAHON

Advertising *Merchandising* *Marketing*

230 NORTH MICHIGAN AVENUE CHICAGO 1, ILLINOIS

July 7, 1944.

Mr. Charlie Dilcher
John Blair & Company,
520 N. Michigan Avenue,
Chicago, Illinois.

Dear Mr. Dilcher:

Enclosed is a new contract for Station K F Y R, Bismarck, No. Dak., continuing the advertising of the Michigan Bulb Company, Grand Rapids, Michigan.

I thought you might be interested in knowing that K F Y R has produced exceptionally well for this client. From a list of approximately 40 stations used, K F Y R produced double the orders needed to make this campaign a success.

K F Y R heads the list as Number One Station.

Cordially yours,

O'NEIL, LARSON & McMAHON

N. J. McMahon

Yes . . . it's worth taking a moment or two to thoroughly read over this unsolicited letter, for it goes to prove that KFYR, located in the **"Heart of the rich Northwest market,"** lives up to its claims of outstanding "sales ability."

This is just one of the many satisfied advertisers who have found that . . .

KFYR Facilities Yield Results

After having read the letter, you, too, should agree that the service offered by KFYR is worth looking into.

Better not delay! Our list of availabilities is getting smaller every day.

For the Complete KFYR Story . . . Drop Us a Line

or

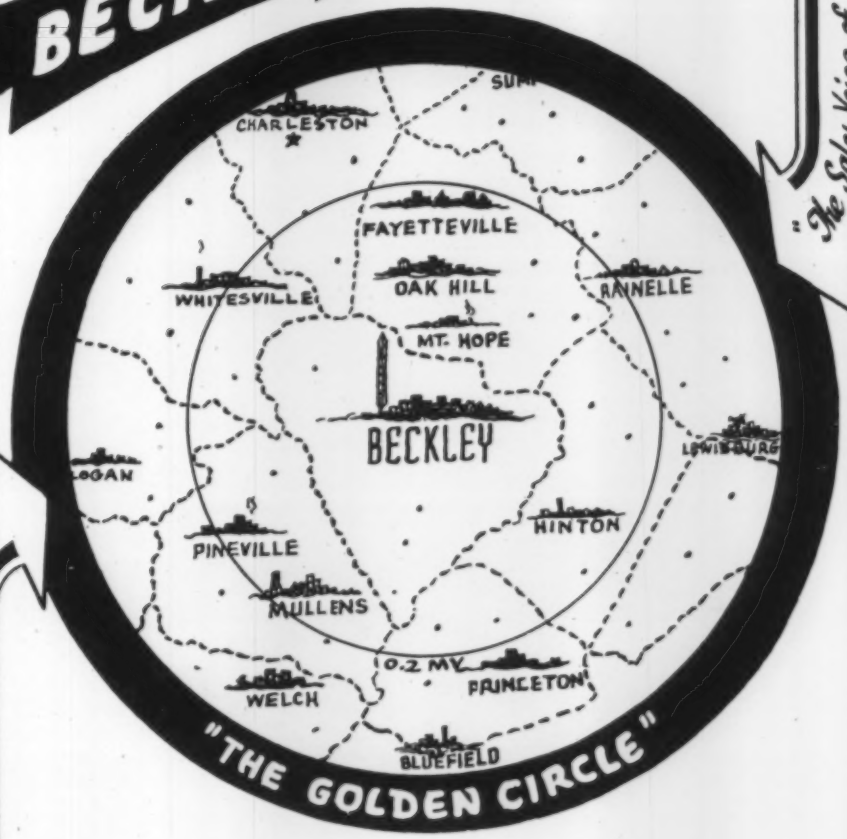
Ask Any John Blair Man

KFYR BISMARCK, N.D. 5000 WATTS 550 KILOCYCLES NBC

250 w
1240 k.c.

WJLS
BECKLEY, W. VA.

"The Sales Voice of Southern West Virginia"



"The Dominant Selling Force in the Coal Fields"

Spring—1944—Beckley, W. Va.
CITY ZONE STATION HOOPERATINGS
Total Coincidental Calls 3,837

TIME	SETS-IN-USE	WJLS Rating	WJLS Share of Audience	WCHS Rating	WCHS Share of Audience	WLW Rating	WLW Share of Audience	OTHERS Rating	OTHERS Share of Audience	HOMES CALLED
MORNING Monday thru Friday 8:00 a. m.—12:00 Noon	16.2	15.5	96.0	0.3	1.7	0.1	0.6	0.3	1.7	1272
AFTERNOON Monday thru Friday 12:00 Noon—6:00 p. m.	17.2	16.0	93.2	0.6	3.4	0.3	1.7	0.3	1.7	803
EVENING Sunday thru Saturday 6:00 p. m.—10:00 p. m.	17.9	15.0	84.0	0.5	2.8	0.9	4.9	1.5	8.3	939
SUPPLEMENTARY AFTERNOON 12:00 Noon—1:30 p. m.	21.0	20.4	97.0	0.3	1.5	0.3	1.5	0.0	0.0	723
SUPPLEMENTARY EVENING 6:00 p. m.—7:30 p. m.	17.5	16.7	95.3	0.3	1.9	0.2	0.9	0.3	1.9	950

Represented Nationally by **BURN-SMITH CO., INC.**

TOTAL RETAIL STORES 5,593 ★ TOTAL RETAIL SALES $149,482,000.00

Affiliated With The COLUMBIA BROADCASTING SYSTEM

Inter-State Population Shifts Shown in Census Bureau Data

Western Region Shows Biggest Gain Despite Loss Of 1,091,621 to Armed Forces

TREMENDOUS shifts in population from state to state are revealed in a Bureau of the Census report prepared by Dr. Hope T. Eldridge of the Bureau's population division, which shows estimates of population gains and losses through inter-state migration during the 3½ years from April, 1940 to November, 1943.

From 1940-1943 30 states suffered a net loss in population through the inter-change of civilian migrants with other states, the total of their net loss amounting to 3,400,000 persons. The United States as a whole lost 9,740,000 civilians to the armed forces, while enjoying a natural increase of 5,261,586, or a net decrease of 4,173,302 for the 3½-year period, the report shows.

Of the four regions, northeastern, north central, south and west, the only region to show a net gain in population was the west. Although the Pacific division was the only one with a net increase in civilian population, several other divisions gained through migration, while decreasing in civilian population. The New England Division, although sustaining a net loss of over 300,000 in civilian population because of the excess of inductions over natural increase, actually had a net in-migration of more than 100,000, the report stated.

The analysis of population changes among the states shows to what extent the wartime change in population is the result of migration and perhaps permanent; to what extent it is the result of inductions, and perhaps temporary; and to what extent it is due to natural increase and perhaps presages a change in the size of the child population.

The estimates of civilian population presented in the Bureau's table have been revised on the basis of new information on the armed forces in 1940 and on births and deaths after 1940. The estimates for Nov. 1, 1943 are based on registrations for War Ration Book IV and are independent of data on natural increase and inductions except that state registration figures adjusted to add to the total number qualified to register in the U. S. as estimated from the 1940 census and from data on births, deaths and armed force strength for the country as a whole.

The special report is No. 17 of Series P-44 of the Bureau of the Census and may be obtained upon application to J. C. Capt. Director of the Census, Washington, D. C.

OWI PACKET, WEEK SEPT. 25

Check the list below to find the war message announcements you will broadcast during the week beginning Sept. 25: OWI transcriptions contain six 50-second announcements suitable for sponsorship and three 20-second chain breaks on each side of disc. Tell your clients about them. Plan schedules for best timing of these important war messages.

WAR MESSAGE	NETWORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Group KW Ind.	Group OI Aff.	Group OI Ind.	NAT. SPOT PLAN Live	NAT. SPOT PLAN Trans.
Christmas Mail	X	X	--	X	--	--	--
War Bonds	--	--	--	--	X	--	--
National War Fund	X	X	--	X	--	--	--
Prepare for Winter	X	--	--	--	--	--	--
Paper Conservation	--	--	--	--	--	X	--
Eat Wisely	--	--	--	--	--	--	X
Better Breakfast and Lunch	--	--	--	--	--	X	--

See OWI Schedule of War Messages 127 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

NBC Unfolds Parade of Stars Plans Before Affiliates at NAB Conference

COORDINATED audience promotion embracing all media in the third annual NBC Parade of Stars was previewed by NBC affiliates last Monday at the NAB Executives War Conference at the Palmer House in Chicago. Details were released by Niles Trammell, NBC president; William S. Hedges, vice-president in charge of stations; and Charles P. Hammond, director of advertising and promotion.

The promotion will include motion picture trailers, composed of existing film footage of stars and keyed to run in approximately 117 NBC affiliated station cities. There will be one new trailer a week over a period of four weeks, starting in mid-October, and the trailer portion of the campaign will be underwritten by NBC.

A large bandbox of promotional material, shipped to affiliates, includes a packet on every NBC commercial show, with recorded spot announcements and short skits, live announcements, publicity releases, glossy prints, mats, as well as general material such as newspaper ad mats, scripts on a behind-the-mike series called "Your Radio Reporter", layouts for window displays, car cards, billboards, stickers for mail, etc. [BROADCASTING, Aug. 28].

A booklet on how to use the NBC Parade of Stars, covering all of the promotion material, is included in the bandbox. Tying in with the individual station efforts, NBC on Sept. 19 is starting a series of seven half-hour Parade of Stars broadcasts featuring NBC talent heard in both its daytime and nighttime program schedules.

Kraft Resumes

KRAFT CHEESE Co., Chicago (Parkay margarine), on Sept. 3 following a nine-week summer hiatus resumed *The Great Gildersleeve*, on 69 NBC stations, Sunday, 6:30-7 p.m. (EWT), with West Coast repeat, 8-8:30 p.m. (PWT). Harold Peary stars in half-hour comedy series. With exception of Louise Erickson who will replace Lurene Tuttle, remainder of talent line-up continues to include Walter Tetley, Earle Ross, Shirley Mitchell, Bee Benadaret. Richard LeGrand, Lillian Randolph. John F. Whedon and Sam Moore write the show. Claude Sweeten is musical director. Ken Carpenter announces. Cecil Underwood is Hollywood producer of Needham, Louis & Brorby.

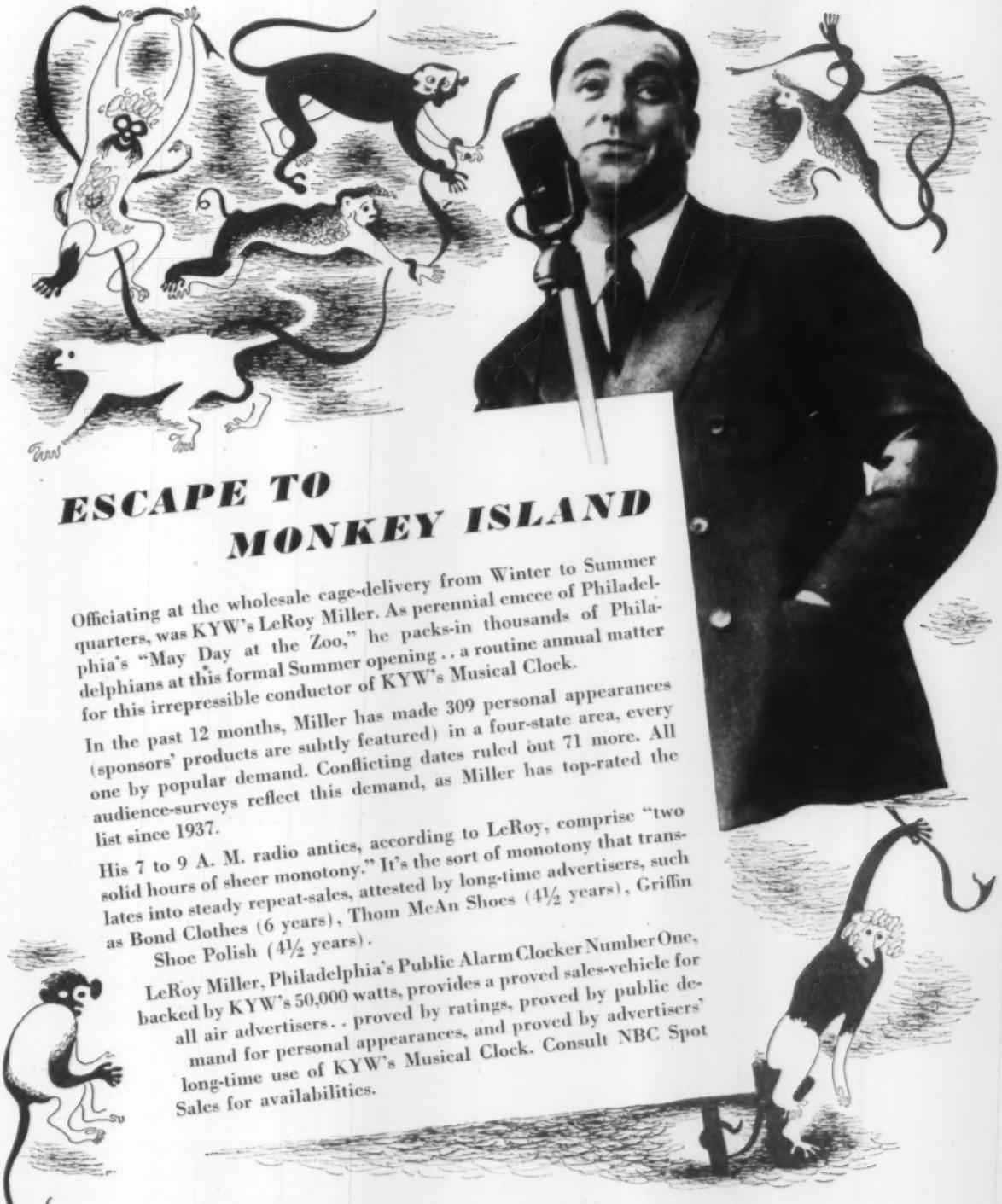
More Tubes Soon

INCREASED tube allotments for civilians will mean the elimination of the radio tube black market by early 1945, if not before, Arthur Stringer, director of circulation for the NAB, said last week at Chicago conference. He added that although 15% of receivers have been put out of commission because of lack of tubes, the listening audience has not been reduced.

KXOK is the Station to Watch . . . the station to LISTEN TO . . . the station to USE for economical and effective selling in St. Louis and surrounding territory. Sponsors say so. Listeners say so. Surveys prove their good judgment!

Surveys prove, too, that KXOK is growing fast! Built to its present high competitive position in Greater St. Louis in less than 6 years, KXOK, with its well-balanced schedule, unusually high percentage of contract renewals and steadily rising listener interest IS the station to watch.

That's why the above illustrated outdoor board, posted throughout the St. Louis area, points out effectively and emphatically that KXOK is "WORTH REPEATING."



ESCAPE TO MONKEY ISLAND

Officiating at the wholesale cage-delivery from Winter to Summer quarters, was KYW's LeRoy Miller. As perennial emcee of Philadelphia's "May Day at the Zoo," he packs-in thousands of Philadelphians at this formal Summer opening . . a routine annual matter for this irrepressible conductor of KYW's Musical Clock.

In the past 12 months, Miller has made 309 personal appearances (sponsors' products are subtly featured) in a four-state area, every one by popular demand. Conflicting dates ruled out 71 more. All audience-surveys reflect this demand, as Miller has top-rated the list since 1937.

His 7 to 9 A. M. radio antics, according to LeRoy, comprise "two solid hours of sheer monotony." It's the sort of monotony that translates into steady repeat-sales, attested by long-time advertisers, such as Bond Clothes (6 years), Thom McAn Shoes (4½ years), Griffin Shoe Polish (4½ years).

LeRoy Miller, Philadelphia's Public Alarm Clocker Number One, backed by KYW's 50,000 watts, provides a proved sales-vehicle for all air advertisers . . proved by ratings, proved by public demand for personal appearances, and proved by advertisers' long-time use of KYW's Musical Clock. Consult NBC Spot Sales for availabilities.

KYW
PHILADELPHIA
50,000 WATTS

WESTINGHOUSE RADIO STATIONS Inc

WBZ • WBZA • KDKA • WOWO • WGL • KYW

REPRESENTED NATIONALLY BY NBC SPOT SALES

WESTINGHOUSE PRESENTS . . . *John Charles Thomas on Sun. 2:30 EWT., NBC.; also "Top of the Evening" on Mon., Wed., Fri., 10:15 EWT., Blue Network.*

Retail Promotion Film Boosts Billings

Revenue Up 40%; NRDGA, NAB Cooperate

By BILL BAILEY

INCREASED revenue to the tune of 31 million dollars as a result, in part at least, of the NAB Retail Promotion Plan, was predicted for 1944 by Paul W. Morency, chairman of the NAB Retail Promotion Committee at a broadcast advertising clinic opening the NAB War Conference in Chicago last Tuesday.

At the same time Llewellyn Harries, sales promotion manager, National Retail Dry Goods Assn., and Paul McCarthy, advertising and promotion director of J. N. Adam & Co., Buffalo, N. Y., told the broadcasters that retailers are using radio successfully and will use more, but radio must deliver an audience through good programs.

Payoff 26-1

Mr. Morency, whose committee was dissolved after the motion picture presentation "Air Force and the Retailer" was completed, reported that the committee spent $111,000, largely subscribed by stations, to present the promotion in 117 cities before more than 25,000 retailers. In the first six months this year 50 stations reported increases of more than 55% in retail radio advertising, he said.

"This year's budget should be in the neighborhood of 100 million dollars," said Mr. Morency. "That is an increase of about 31 million dollars or 40%. If that estimate is correct, the Plan would have paid off in its first year, about 26 to 1." He said the stations which used "energy and showmanship" in promoting the Retail Plan and followup, showed the largest increases in business.

As a result of cooperation between the NAB and NRDGA, a monthly bulletin *Promotion Exchange* is being issued to all NAB members by the NRDGA, Lewis H. Avery, NAB Director of Broadcast Advertising, informed the membership. In addition a lending library of recorded successful programs used by retailers is available.

Mr. Harries, declaring that radio must educate the retailer as to its ability to sell, said: "If we are fully and sincerely informed as to radio, we'll flock to the bandwagon." Results of a survey conducted by the NRDGA disclosed, he said, that 53.8% of the 325 retailers replying to a questionnaire (sent to 500), use institutional advertising exclusively. The survey results were enumerated by the speaker as follows:

Types of programs—36.1% use recordings; 42.4% use news exclusively; 20% miscellaneous.

Type of advertising—53.8% institutional exclusively; 31.4% general store; 14.8% specific merchandise items.

Time segments—25.9% use 8-9 a.m.; 18.5% use 9-10 a.m.; 9% from 10-11 a.m.; 20.3% in the 11 a.m.-1 p.m. bracket; 12.2% from 2-4 p.m.; 3.8% (station breaks) 4-6 p.m.; 18.4% in the "best" hours, 6-9 p.m.

Frequency of programs—70.3% had programs across the board; .7% each Saturday and Sunday; 28.3% Mondays, Wednesdays, Fridays.

Time on the air—30.3% on the air less than a year (indicating, said Mr. Harries, that the Retail Promotion Plan was effective); 34.7 on the air 1 year (part of which attributed to Retail Promotion Plan); 12% on for two years; 7% each on 3 and 4 years; 5% on 10 years; 2%, 12 years; 2%, 16 years.

More than 90% reported listener reactions to their programs and commercials.

Mr. Harries bluntly told the broadcasters that "one of the most important links, advertising promotion and exploitation, was 'lousy'.

"Only 1% of the retailers used newspapers for advance publicity," he declared. "There were very few releases to radio editors." Window displays were used by .8%, while 4% reported using counter cards. Only .2% used general mailing.

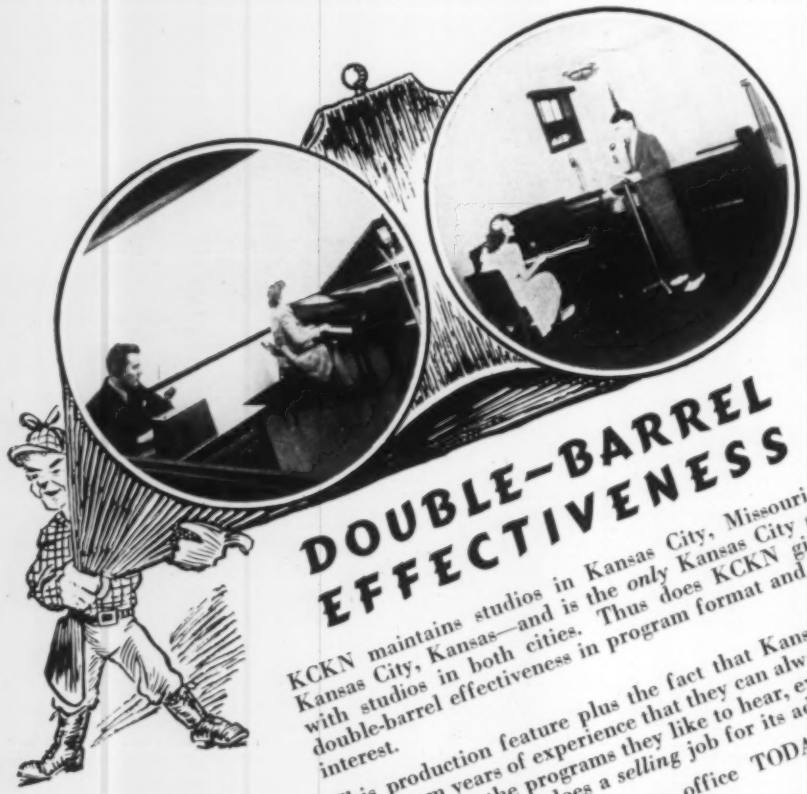
Promotion Necessary

A total of 95% of the retailers using radio bought spots in addition to regular programs, but Mr. Harries deplored the fact that "only one-tenth of one percent promoted their programs. Only one-fourth of one percent of store personnel knew about their own programs. The most important link has been muffed."

Mr. Harries said he didn't know who was to blame, but that to successfully advertise by radio, a retailer must get behind his own program with proper promotion.

"This survey proves that radio and retailing has a road to travel; a road that does not bear the traffic of high pressure selling but a road on which customer information has to be the most important vehicle—the road to results."

Mr. McCarthy related the J. N. Adam & Co. experiences in radio, how, at the end of the first year, his firm discovered it had an audience rating of 0.5. "Nobody was listening," he said. "Then we did



DAY and NIGHT KCKN is the only Kansas City Station broadcasting day and night—*all* night.

"THIS is MUTUAL" At 6 P.M. KCKN becomes a BASIC station of the Mutual Broadcasting System.

DOUBLE-BARREL EFFECTIVENESS

KCKN maintains studios in Kansas City, Missouri, *and* Kansas City, Kansas—and is the *only* Kansas City station with studios in both cities. Thus does KCKN give you double-barrel effectiveness in program format and listener interest.

This production feature plus the fact that Kansas Citians *know* from years of experience that they can always depend on KCKN for the programs they like to hear, explains why KCKN consistently does a selling job for its advertisers.

Contact your nearest Capper office TODAY for availabilities.

Contact your nearest Capper office TODAY for availabilities.

☆

KCKN Kansas City

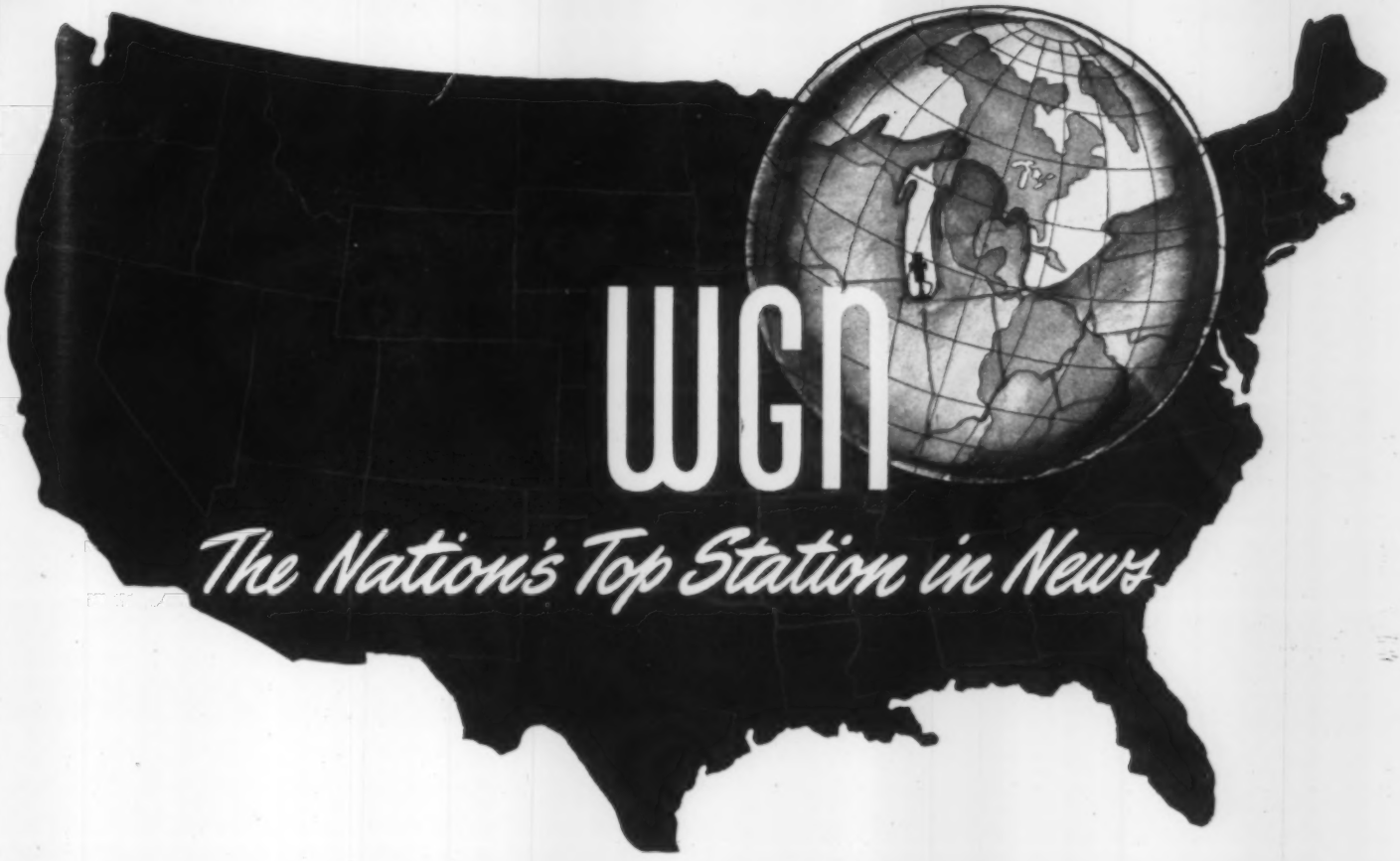
The Voice of Greater Kansas City

BEN LUDY, GENERAL MANAGER, KCKN, KANSAS CITY . . . WIBW, TOPEKA

ELLIS ATTEBERRY, MANAGER, KCKN, KANSAS CITY

CAPPER PUBLICATIONS, Inc.

NEW YORK 17: 420 LEXINGTON AVENUE MOHAWK 4-3280 CHICAGO 1: 180 NORTH MICHIGAN AVENUE CENTRAL 5977
SAN FRANCISCO 4: 1207 RUSS BUILDING DOUGLAS 5220 KANSAS CITY 6: 300 WALTOWER BUILDING VICTOR 3864



Day in and day out—year after year—WGN brings the best in news broadcasts to the people of Chicago and the middle west.

These news broadcasts are written by an experienced staff trained in the task of clear, concise and factual news reporting. They are broadcast by competent announcers who have a highly developed sense of news values. The broadcasts are so spaced that the public is continually informed of all the latest news events.

Consistently the highest rated news programs in Chicago, these broadcasts are typical of WGN's program building ability and resourcefulness.

A Clear Channel Station

CHICAGO, ILLINOIS
50,000 Watts
720 Kilocycles

EASTERN SALES OFFICE:
220 East 42nd Street, New York 17, N. Y.
PAUL H. RAYMER CO.
Los Angeles 14, Calif.; San Francisco, Calif.

WGN

THE MUTUAL BROADCASTING SYSTEM

Now Available
For Prompt Delivery
Good News to Broadcasters:
LINGO
VERTICAL TUBULAR STEEL RADIATORS
are now back in production and can be supplied promptly, subject to existing regulations.
Now, after two years of producing thousands of tubular towers for the Armed Forces, Lingo is again ready to serve the Broadcasting Industry. From the earliest days of "wireless" to the threshold of a new era in broadcasting, Lingo has been constructing and erecting vertical structures that have been setting outstanding efficiency and performance records. Vertical tubular radiators are available in standardized heights from 100 to 500 feet. Lingo also produces tubular steel supporting poles for the accommodation of FM, Television and other UHF antennas.
Our staff will be pleased to provide you with the complete story as it applies in your own case. In writing, please give location, power, frequency of station, and indicate radiator height desired.
JOHN E. LINGO & SON, INC.
EST. 1897 CAMDEN, NEW JERSEY
LINGO
VERTICAL
TUBULAR STEEL
RADIATORS

what we should have done in the first place—we called in the radio boys and said: 'Boys, get us an audience'."

That audience was reached, he explained, through a 10 a.m. newscast 7 days a week; *Betty & Bob* at 3:15 p.m. 5 days a week; *Calling All Girls*, 11 a.m. Saturdays; *Bulldog Drummond*, Sunday evenings; 26 half-hour special events evening programs "to be used as we see fit" and spot announcements.

"Radio has given to me the most potent public relations weapon ever given to a store," declared Mr. McCarthy. He related various public service broadcasts which were sponsored by Adam, including War Bond rallies, Navy Day celebration and a mock air attack on Buffalo.

"Transactions are the life blood of a store," he said. "You've got to have people in your store to do business. Radio has done a good job for us in our departments. It has increased our transactions. Radio is a medium that can stand by itself. People will listen to good programs. You don't need ballyhoo, but you do need some ballyhoo at the start."

He told of a sewing school conducted by radio by the Adam store. It didn't get anticipated results so the class was held in the store and radio was used to promote it. As a consequence 1,500 women appeared at the first class and bought an average of $10 worth of materials each. "More important than the $15,000 they spent was the fact that radio brought in 1,300 more transactions," said the speaker. "Radio is a medium that can help any store in that."

Key to Market

Mr. McCarthy referred to a paint campaign in which radio boosted sales 150%. He cited several other concrete examples, then asserted:

"Radio, we think, is the key to the dominant market coverage. It's the one little key that opens the door that we never had. To me radio is a keyboard on my desk. We've got the money to spend. You've got to give us night time. That's the biggest market. We were asleep when the night time was sold, but you've got to help us to get some of it when it's available. You have a medium that's the greatest public relations medium ever given a department store. You've got the lightning-fast medium to do a job right now.

"Raise your sights. Come in and get 20% of my money and you're getting a big piece of it." He said his firm is spending about $100,000 annually on radio advertising. Others will spend it, too, when radio can deliver the audience.

In an off-the-record portion of his talk Mr. McCarthy cited an example where a national manufacturer was about to start a network program and asked his retail customers to help "bear the expense" at the rate of $182 a week. The deal was cancelled when J. N. Adam & Co. protested.

Referring to the proposed program and deal as a "racket," Mr. McCarthy called upon networks and stations alike to "investigate these things before you go into them." While radio would have been "innocent" in the particular case, "radio would have been blamed," he said.

Dietrich Dirks of KTRI Sioux City, Ia., chairman of the Sales Managers Executive Committee, told his fellow-broadcasters that "because of the philosophy of the American system, advertising under the American system of broadcasting has an opportunity to do a great service."

How radio collaborated with the Proprietary Assn. at its convention in New York May 16 in influencing proprietary manufacturers to use good taste in their commercials and attempt to sell by understatement rather than overemphasis was outlined by John M. Outler, Jr., WSB Atlanta, in closing the broadcast advertising clinic. A recording of the presentation made to the Proprietary Assn. was performed, depicting how manufacturers were advised of the necessity of broadcasters in controlling commercial copy and of the benefits that would accrue to the advertisers through use of restraint. The proprietary field, Mr. Outler pointed out, spent some $30,000,000 on radio in 1943 and is maintaining that pace.

Instead of using pie charts and surveys, a recorded interview between a broadcaster representing the NAB and an official of the Proprietary Assn., interspersed with comic sequences from the Fred Allen program and other improvisations, was employed. The performance ran the gamut of everything from the old medicine show cureall advertisements as they would sound on the air to the character of copy now regarded as ideal and in keeping with minimum radio standards. Commercials that would offend the audience, it was brought out, would hurt stations and discredit the advertisers.

Mr. Outler concluded with a letter from Morris Mermey, public relations director of the Proprietary Assn., stating that the NAB transcription presentation already had served to improve standards of proprietary advertising and that it was the high spot of the convention last May. Mr. Outler said this presentation was another effort of NAB's sales managers committee which had "produced results" for all radio.

Arrid on 200

CARTER PRODUCTS, Inc., New York, with the addition of KECA Los Angeles to list of stations promoting Arrid, a deodorant cream, is now using one-minute transcribed spot and chain break announcements at varying intervals on more than 200 stations throughout the country. More stations may be added in the near future. Account is handled by Small & Seiffer, New York. Carter also promotes Arrid, on Jimmie Fidler and *Deadline Dramas* on the Blue network, with Ted Bates Inc., New York, handling the latter program.

WHY PORTLAND, OREGON PEOPLE *PREFER* KGW

DAVID B. SIMPSON
PRESIDENT OF THE PORTLAND CHAMBER OF COMMERCE...SAYS...

"The news flashes furnished by station KGW are always welcomed by our members. This special service, in these fast-changing war-time days is another example of KGW's progressive public service policies."

HENRY N. ANDERSON
PRESIDENT OF THE PORTLAND REALTY BOARD

SAYS..."KGW's summary of the news, broadcast direct to our Realty Board meetings, is a timely addition to our programs. We appreciate the co-operative spirit of the staff, as evidenced in these newscasts."

SIDNEY F. WOODBURY
PRESIDENT OF THE PORTLAND ROTARY CLUB...SAYS...

"Many thanks to KGW'S public-service-minded staff. Our members always look forward to hearing up-to-the-minute news developments during our Rotary luncheons."

MEMBERS OF PORTLAND'S CHAMBER OF COMMERCE FORUM HEAR THE LATEST NEWS FROM ONE OF KGW'S ANNOUNCERS, GORDON BAMBRICK

News by wire direct to Portland's most influential civic organizations—another example of the progressive public service policies that have made KGW the radio station the people of Portland, Oregon PREFER. And again KGW has proved that public service programs can be interesting and entertaining.

THE STATION WITH EAR APPEAL
KGW
PORTLAND OREGON

Affiliated with the National Broadcasting Co.
Represented nationally by Edward Petry & Co., Inc.

Fly's Address to NAB

(*Continued from page 16*)

common sense and of the actual experience of 1941.

Technically, there are still a few FM problems to be solved. One has to do with "bursts," or sudden program interruptions, which may last a fraction of a second or longer—just long enough to be a nuisance. A second is the increasing evidence of secondary FM service, so that stations in Wisconsin and Massachusetts, for example, are audible for hours at a time in Kentucky. But these are obviously the growing pains of an important new venture; and engineers are already at work to get the right answers.

So that the Commission may be as informed as possible, it has drawn and still is drawing on all available resources for the latest and most accurate information. To complement other sources the Commission, through the cooperation of its Field, Technical Information and other Divisions has long been engaged in the collection of extensive field data; propagation characteristics have been observed particularly in the critical 40 odd megacycle band. FM and television stations here, as the broadcasting industry has, as elsewhere, have cooperated wholeheartedly.

Within a few days our engineers will begin experimental operation in the Washington area with a small FM transmitter in the 40 mc band in order to gain first-hand information with respect to the same and adjacent channel interference, and other practical operating characteristics for several values of frequency swing.

With the continued cooperation of the industry, we should approach the important Sept. 28 hearings with much useful information.

The Commission, as you know, is concerned that the growth of network broadcasting on FM shall be along sound lines. The appearance of network operations in the FM field point to a rapid growth of FM network broadcasting. Sound forethought is especially needed to prevent FM from becoming a mere replica of AM, thus sacrificing FM's inherent advantages and improved program structure. This does not mean that the simultaneous broadcasting of programs over FM and AM is always or necessarily an evil; but it does mean, and the FCC rules so provide, that stations must be on the alert to provide programs specially suited to FM's wider capabilities as well as AM programs of established merit.

Build From Scratch

After all, broadcasting has here an opportunity to build from scratch. Any errors which have through the years become imbedded in the program structure can be eliminated from the new FM structure without a major operation. On our end the Commission and its engineers are endeavoring to avoid the pitfalls of AM in the composition and distribution of the traffic. You yourselves can make comparable improvements in the quality of programs. e.g. reducing the long agonizing hours of the drip, drip, dripping of the suds, seems to be beyond the courage of the AM industry. But low quality and major program unbalance need never arise in the FM band.

At still another point the public interest requires that certain minimum standards be established and adhered to lest the benefits inherent in better broadcasting be lost—i.e. in the design of receivers. This is neither my job nor yours—but it is one which the manufacturers should face collectively.

Side by side with FM we have the coming of television, which affords unlimited potentialities for postwar expansion. As you know, the Commission has already licensed nine commercial television

THEY RANG THE BELL for WE, Graybar and Bell Labs. at the NAB War Conference. Seated, (l to r) R. H. Lindsay (Bell); C. S. Powell (Graybar); L. E. Walker (Graybar); F. R. Lack (WE); H. H. Harris (Graybar). Second row: W. E. Jonker (WE); L. H. Whitten (Graybar); R. E. Coram (Bell); H. F. Scarr (WE); J. C. Herber (Bell); L. F. Bockoven (WE). Third row: J. W. LaMarque (Graybar); R. B. Uhrig (Graybar); H. W. Hallett (Graybar); H. N. Willets (WE).

ALL RECORDS IN THIS ALBUM MAY BE PERFORMED UNDER BMI LICENSE
COLUMBIA presents
GYPSY music
V. Selinescu and his Gypsy Ensemble
ALBUM C-64
BMI
NEW YORK CHICAGO HOLLYWOOD

"ON STAGE EVERYBODY!"

The Blue Network's Sensational Opportunity Show now opens even wider the doors to Fame and Fortune for Radio and Screen "Big Names" of tomorrow through a GREAT 26-WEEK CONTEST

EVER since the Blue Network Company was formed, it has been the *opportunity* network for radio artists. One important contribution has been the program, "On Stage Everybody!", which during the last 30 weeks has provided opportunity for countless professional singers, actors, and other artists to air their talents coast to coast.

Beginning October 7th, "On Stage Everybody!" proposes to give aspiring talent an even more profitable opportunity by staging a unique 26-week contest which offers the winners opportunity not only in radio but on the screen as well!

HERE IS HOW THE CONTEST WILL OPERATE:

1. Each week for 26 weeks, "On Stage Everybody!" will present a group of "acts" . . . carefully and impartially auditioned from professional talent.

2. The ten most talented acts will be given contracts to appear in the full-length picture, "On Stage Everybody!", to be produced by Universal Pictures, one of Hollywood's top five studios.

3. All professional talent is eligible. Anyone desiring to enter this contest should contact the Blue Network's Program Department for complete details.

"On Stage Everybody!" emphasizes the Blue Network's policy that radio must discover and develop talent of its own. We believe that this new contest feature of "On Stage Everybody!" is an even bigger step in the right direction.

"ON STAGE EVERYBODY!" is for sale!

The inherent commercial strength of this program, combined with the possibilities of the contest feature, provide an unusual vehicle for the alert advertiser. FOR FURTHER INFORMATION: *Blue Program Sales or National Concert and Artists Corporation.*

The Blue Network

AMERICAN BROADCASTING SYSTEM, INC.

stations; 60 applications are pending, and many more are in the planning stage. The major task now is to complete the basic research projects which were left incomplete at the outbreak of the war, and to assimilate the vast technical progress which has been made during the war. I am confident that as soon as the practical applications of wartime advances have been worked out in television, it will be ready to move ahead on a tremendous scale.

Timing Is Vital

Much will depend upon the *timing* of television advance. After all, it would have been possible to erect television transmitters and to sell television receivers at high prices as far back as 1929. In the stage of the art then reached, however, the public reaction would almost certainly have been negative, and the investment of the industry and of the public alike would have been wiped out. Again in 1939, there was the danger of "freezing" television progress at the level then reached. Today, the television outlook is clearer and more hopeful than ever before in history. The opening up of the new very high frequencies points the way to a place on the air for television where a moving image technically far superior to any known before will be possible, and where there will be plenty of room for competitive expansion. By harnessing this new knowledge of television immediately, it may be possible really to live up to the slogan of the future: "You're *there* with a television receiver."

BURRIDGE BUTLER WLS Chicago and KOY Phoenix (second from left) told about his trip from Arizona to Illinois on $2.50 when he caught the wrong train, but still made the conference on time. (l to r) Frank Haas, Erwin, Wasey & Co. New York; Mr. Butler; Charles Burke WJR Detroit and C. H. Cottington, Erwin, Wasey & Co., New York.

One application already filed with the Commission calls for a television image far clearer than any heretofore known, and it is contemplated to put it on the air within a matter of months after the "freeze" is off.

In a recent report, the British Institution of Radio Engineers makes this observation:

It is suggested that the immediate postwar television standard will, in fact, be permanent; it is, therefore, desirable that these standards should not be 'frozen' at a level that is below the technical and economic limits of the present time.

Where improvement is so needed, and where respectable enginering opinion indicates its attainability, it is obviously of the utmost importance that the fullest possible experimentation be undertaken as rapidly as possible, in order to get the right answers and to get them promptly. Neither the broadcasting industry nor the public can afford a false start.

The Commission is prepared to encourage such experimentation on the higher frequencies to the fullest extent possible, in order that the final decision on postwar television standards can be made in the light of all the facts at the earliest feasible date.

The war has produced something in the nature of a beneficent stalemate; television has not been locked down to the pre-war standards. From the war-time research laboratories have come many developments which soon can be applied to the improvement of television. It is reasonable to expect that the military restrictions on much of this information will be lifted at an early date.

Meanwhile, leading research engineers of the industry think that it may be feasible to develop tubes to broadcast in the frequency range above 500 megacycles; that the propagation characteristics here give promise of affording a better plan of allocation than can be achieved in the present television bands below 100 megacycles; and that the "ghosts," or reflections, which were so greatly feared heretofore can be slain by scientific methods.

High Frequencies

What can be achieved in the very high frequencies? Primarily, the spectrum will be less crowded in that region and there will be room to spread out and do an effective job. The bandwidth may be easily three times that of the prewar standard. A comparably greater number of scanning lines may be utilized and a thoroughly satisfactory picture with great clarity and much detail can be delivered to a large screen in the receiver at home.

This is the minimum which we require if we are to have the wholly successful and enduring system. Color television will give marked improvement. It is in the making now and at some reasonably early date color television broadcasting will be feasible. The greater bandwidth will give the needed space for this development.

We thus have the greatest oppor-

THE BRANHAM COMPANY

Chicago
New York
Detroit
Atlanta
Dallas
Charlotte
St. Louis
Memphis
Kansas City
San Francisco
Los Angeles

representing

KTHS . . . . . Hot Springs, Ark.
KWKH . . . . . Shreveport, La.
KTBS . . . . . Shreveport, La.
WCPO . . . . . Cincinnati, Ohio
WTJS . . . . . Jackson, Tenn.
WNOX . . . . . Knoxville, Tenn.
WMC . . . . . Memphis, Tenn.
KTBC . . . . . Austin, Texas
KRIC . . . . . Beaumont, Texas
KRLD . . . . . Dallas, Texas
WCHS . . . . . Charleston, W. Va.
WBLK . . . . Clarksburg, W. Va.
WSAZ . . . . Huntington, W. Va.
WPAR . . . . Parkersburg, W. Va.

THE ONLY SINGLE MEDIUM *Completely*

COVERING THE INLAND EMPIRE

KHQ

5000 Watts—590 Kilocycles

Owned and Operated by

LOUIS WASMER, INC.

Radio Central Bldg. Spokane, Wash.

National Representatives: Edward Petry & Co., Inc.

A "Jam Session" in the Northwest. A thrilling moment contributing to the production of 1,087,816 M board feet of lumber for the first four months of 1944—an increase of 8.7% over the previous year. KHQ, too, *produces*, because of its complete coverage, its choice programs and its consumer acceptance. *Invest* in KHQ's complete coverage. (Photo Courtesy Potlatch Forests, Inc.)

PHILADELPHIA'S PIONEER VOICE
WIP
24 HOURS EVERY DAY

"THERE'S MUSIC IN THE AIR..."

By actual count 48.7% of WIP hours on the air are devoted to MUSIC...for *music* is what the 8,000,000 potential listeners of WIP *want*. Use the Station that gives its listeners what they want and your sales results are assured!

Represented Nationally by
GEORGE P. HOLLINGBERY CO.

MUTUAL BROADCASTING SYSTEM

tunity for the development of an enduring system of television. Research has achieved so much that the interests of all concerned, including those of the manufacturer, the broadcaster and the public, may best be served by the industry's concentration on research and experimentation. It is desirable that the research men concentrate on this job and that experimental stations be erected at an early date to develop and publicly demonstrate the system and iron out the kinks. This is an immediate task and it is television's most significant task.

Another important problem in the offing is to afford the means for the successful operation of television networks. The vision of important events must be carried over the distances. Moreover, the costs of programming will be such that few local stations will be able to do the job effectively without network affiliation.

Here the large motion picture interests may cut across the bow of television network broadcasting. It is wholly feasible to project television pictures on a motion picture screen. Moreover, the record or transcription of the local television station is likely to be a motion picture reel, shipped in from a distance. It is conceivable that this form of local television broadcasting may be quite interesting and, hence, quite successful.

We have proceeded on the assumption, however, that network broadcasting of television programs is to be desired. For example, the important sporting event, the Presidential Inauguration, and many other current news and entertainment events have only one locale. A network can transmit these to the public throughout the country. If efficient means are set up to accomplish this result, then live talent shows of high entertainment quality can likewise be transmitted from the point of origin.

Provision has been made to permit networks to acquire television transmitting stations at all important points of program origin. The Commission is giving extensive consideration to an adequate method of relay transmission. Unlike radio programs, a television program cannot be satisfactorily transmitted along an ordinary telephone line; special "coaxial cables" are needed to connect television stations into networks by wire and these are both expensive and difficult to construct or install.

Serious consideration is being given radio highways, linking television stations into networks. Such radio highways may be wide enough to be capable of carrying a multiplicity of programs, plus numerous point-to-point telegraph or telephone circuits as well, and may thus become an economic method of long-distance transmission.

There is still another reason why television networks are to be desired. Postwar television need not be limited to a local station, or, for that matter, to any one nation. It is to be hoped that in the course of years it may be feasible to transmit television programs among the continents of the world. Modern industry could make few greater contributions toward a better world than in thus bringing the peoples of nations so closely together by means of international television.

Let me turn from these long vistas to the immediate future—broadcasting between now and the Tuesday in November. As you know, the Communications Act is quite explicit with respect to broadcasts by candidates for public office. Section 315 of the Act provides:

> If any licensee shall permit any person who is a legally qualified candidate for any public office to use a broadcasting station, he shall afford equal opportunities to all other such candidates for that office in the use of such broadcasting station. *Provided*, That such licensee shall have no power of censorship over the material broadcast under the provisions of this section. No obligation is hereby imposed upon any licensee to allow the use of its station by any such candidate.

It might be worth your while also to reread the Commission's regula-

WISCONSIN NETWORK officials, whose stations are affiliated with MBS, chat with Ed Wood (seated, second from left), Mutual sales manager, at Mutual's party at the Palmer House Aug. 28. Seated next to Mr. Wood is William F. Huffman of WFHR Wisconsin Rapids, and president of the Wisconsin Network. Standing (l to r) are W. H. Born, business manager, WHBL Sheboygan; Don C. Wirth, managing director, Wisconsin Network, Wisconsin Rapids; J. L. Gallagher, general manager, WHBY Appleton; George Frechette, general manager, WFHR Wisconsin Rapids; Ralph O'Connor, commercial manager, WIBU Poynette-Madison.

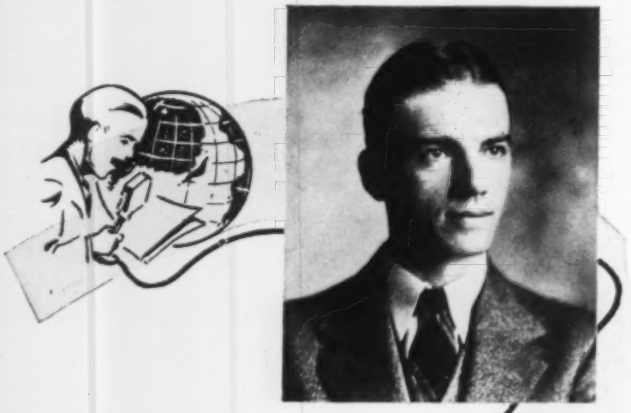
there's desirable time available for you

JOHN
THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY
BLAIR
& COMPANY
Offices in Chicago • New York • St. Louis • Los Angeles • San Francisco
REPRESENTING LEADING RADIO STATIONS

Have you noticed how many advertisers . . . large and small . . . are turning to Spot Broadcasting? They've discovered that this basic, market-wise medium not only works with the usual selling power of radio, but—what's just as important these days—is flexible enough to overcome the many war-time problems presented by other types of media.

So if media problems are bothering you . . . get in touch with your John Blair man *today*. He has the perfect answer to your dilemma because he still has *desirable Spot Broadcasting time available* for you!

ask a John Blair man



ED CARLSON ...THE NEWS ...and YOU!

When Ed Carlson analyzes the news twice a week over Radio Station WGAN in Portland, thousands of down-easters tune in. His large and growing listening audience likes Ed Carlson's forthright personality — respects his keen-minded news analyses which reflect so clearly the years he's spent in newspaper work! Born in China, Carlson quit college to ship out on a freighter, authored the colorful book, "We're Sailing in The Morning," then became a newspaperman the hard way, working up from legman to his present job— Editor of the Portland Evening Express.

If you want complete coverage of Maine's richest market — the city of Portland, fourteen counties in Maine, and one in New Hampshire — you can count on Ed Carlson to get it! Right now his news broadcast, at 12:05 p.m. Tuesdays and Thursdays, is open for sponsorship — or if you prefer, he'll build you a special radio program based on your particular needs (as he's already done successfully for one large public utility company). We suggest you write us or our national representative at once!

STATION WGAN PORTLAND MAINE

5000 Watts

560 Kilocycles

Columbia Hotel, Portland, Maine

CBS Member Station

National Representative: PAUL H. RAYMER CO.

tions pursuant to that section of the Act.

As far as broadcasts by actual candidates are concerned, I think the broadcasting industry has a very clear picture of its duties and responsibilities. The disputes arising with respect to broadcasts by candidates in recent years have been few and far between. But I think we would all agree that absolute fairness and scrupulous impartiality in an election year cannot be limited merely to fulfilling the provision with respect to candidates. That is an irreducible minimum of fairness; actually, much more is involved.

For example, there is the matter of programs on behalf of candidates by responsible organizations other than official campaign committees.

Fairness Needed

Also, there is the treatment of the *issues* which are involved in the campaign. It goes without saying that there is an affirmative duty to practice as rigorous fairness with respect to organizations and issues as with respect to candidates themselves.

One feature of the present campaign is the vastly increased pressand it stands poised to move on to greater things.

Another evidence of maturity is the appearance of some second generation broadcasters. Some broadcasters have taken steps to guide the future disposition of their interests just in case. I know that some of you may want to be broadcasters in the next world. But you are going to be in a hell of a state if you don't get yourself a frequency up there.

Down here we have already seen minor indications of efforts to control by the dead hand. It cannot be done. It should be borne in mind that broadcasting is a highly significant public service; that it is highly personal in character, and that the burden of the public operations devolves upon certain outstanding individuals. Licenses are granted upon the assumption that the individuals involved can assume the attendant responsibilities. The law, of course, explicitly contemplates radio licenses shall not be treated as property. The Commission in certain decisions has already indicated a reluctance to see broadcasting operations move from the hands of competent, specialized personal management into the toils

EDGAR T. BELL, WKY Oklahoma City, told them (top photo) a tall one about the new 915 foot tower. Owen Balch KSAL Salina Kansas, Gayle V. Grubb WKY, Mr. Bell, Gorden Gray, KOIL Omaha and KFOR Lincoln, J. I. Myerson WKY. Other St. Louis conferees were (bottom photo) Elmer Mushany KXOK, Chet L. Thomas KXOK-KFRU, George M. Burbach Sr., KSD, V. N. Springgate, KXOK.

tige, influence, and time on the air of the commentators. Their position has grown tremendously since 1940; and accordingly their role in election campaigns has become increasingly important. News and comment, coming as they do from human sources are pecularily significant at critical stages in history.

We must bear in mind that for the first time in history the people's basic right of free speech has a practical working mechanism. Yours the task to see that it is wholly adequate to the needs of a free people. You are the trustees of this powerful mechanism, holding it and guiding its operations in the interest of the public. This is an awe-inspiring responsibility. Basic principles of fairness and adequacy are controlling. So long as you fully and consciously assume this responsibility, you can stand secure against all the ill winds of doctrine and conflict. Radio has been preserved as a free institution. It has done a grand job in most difficult times. Today it has reached a fair degree of maturity of a legally mechanized impersonal trust estate.

It has particularly frowned upon the effort to make the management of a broadcasting station simply another account number in a bank or a trust company. I venture to suggest that it will be wiser for the individual broadcasters to see that their radio properties pass both beneficially and legally into the hands of individuals who can be relied upon fully to assume the responsibilities of licensees and who may have some special competence in that field.

In lenvoi—May I repeat the thought expressed at the San Francisco Convention—the faith I then held I still hold. Wars may come and political campaigns will go. The years like great black oxen will thunder down the trail of unending time. But a free radio must ever stand as a basic cornerstone of our democratic institutions.

PEOPLE

Interesting Americans brought to mike by Cleveland's friendly WGAR

PEOPLE want to hear people, believes Cleveland's WGAR—their aims, ideas and opinions. And the people who have faced its microphone are evidence of WGAR's policy of well-rounded public service programing.

On politics, religion and topics of varying public opinion, the station presents all sides, all beliefs, all issues. There is a simple, yet meaningful, phrase by which every broadcast is measured. It is the WGAR pledge to operate "in service of home and nation".

Free-Speech Mike

Pattern for WAC recruiting, created by Cleveland Ad Club, was backed by WGAR, helped swell enlistments in Fifth area.

BILL JACK OF JACK & HEINTZ

GOVERNOR CANDIDATE LAUSCHE

OHIO'S OWN JOHN W. BRICKER

CHINA-ENVOY DONALD M. NELSON

Air cadets with talent were coached and aired by WGAR to build enlistments through programs dramatizing cadet life.

Street car motorette with coast guard hubby in France aids in USCG 154th anniversary program produced by WGAR.

THE PULSE, INC.

announces

The First Report

(July-August Listening)

in

Its Co-operative, Continuing Study Of Radio Listening In The Philadelphia Area.

Stations Subscribing Include

WCAU • WDAS • WFIL • WIBG
WIP • WPEN

★

THE PULSE, INC.
DR. SYDNEY ROSLOW, *Director*
500 Fifth Avenue
New York City

GE's GI's at NAB War Conference. Seated (l to r) E. L. Robinson; E. H. Fritschel, Claudia Holmin, W. R. (Russ) David, J. H. Douglas. Second row: T. P. Begy, F. P. Barnes, L. Peine, R. R. Decker. Third row: G. S. Peterson, James D. McLean (known as Carpenter), P. G. Caldwell, Paul Chamberlain (also known as Carpenter), H. L. Perdiue, R. E. Burrows.

KRUG APPOINTMENT WON'T AFFECT RADIO

APPOINTMENT of Julius Albert Krug by President Roosevelt to the chairmanship of the War Production Board last week will have no immediate effect on WPB policy concerning broadcasting, radar and electronic equipment, it was indicated last Tuesday by Bruce Catton, Mr. Krug's information chief. Mr. Krug relinquished his commission as a lieutenant commander in the Navy to accept the new post as successor to Donald M. Nelson. For the next few weeks Mr. Krug expects to feel his way along until he becomes familiar again with the agency he left last spring.

Mr. Krug

No stranger to the WPB, "Cap" Krug, as he is affectionately called by his close associates, has had considerable experience for a man 36 years old, having been the public utilities expert on the FCC from 1936-37, later becoming chief power engineer for TVA in 1938. In 1941 Mr. Krug was made chief power consultant for the old Office of Production Management, the agency which later evolved into WPB, at which time he was made director general for priorities.

From 1942-43 Mr. Krug served as program vice-chairman of the WPB and chairman of the all-important requirements committee which passed on requisitions for lend-lease aid to England, Russia, China and other countries eligible for lend-lease aid. In February, 1943, he was appointed director of the Office of War Utilities, where he served until he accepted his commission in the Navy in April of this year.

The new WPB Chairman will be 37 next November 23. He was born in Madison, Wisc., later attending the University of Wisconsin, from which he received his A.B. degree in 1929 and his M.A. a year later. In 1930-31 he was a research statistician with the Wisconsin Telephone Co. and from 1932-35 was chief of the depreciation section of the Wisconsin Public Service Comm. Mr. Krug is married and has two children.

BENDIX WILL ENTER HOME RADIO FIELD

BENDIX Aviation Corp. will enter the home radio field, it was announced last week by Ernest R. Breech, Bendix president, who revealed that the company, one of the world's largest producers of precision radio, radar and other communications equipment for aircraft and military uses, will for the first time manufacture and market a line of home radio sets as soon as the military situation permits.

More than 70 per cent of the highly precise radio equipment required and used by American and world airlines was being produced by the company's Baltimore radio plants before the outbreak of World War II, it was explained by W. P. Hilliard, general manager of the Bendix radio division.

The decision to enter the home radio field, Mr. Breech said, was in line with the company's policy to manufacture certain consumer products which will represent a real contribution to the American public in point of engineering advancement and at prices made possible by low-cost production methods. Current production of the company's radio division recently reached a $200,000,000-a-year level, it was announced.

Lt. Shattuck Commended For Invasion Radio Work

FOR the "planning and execution of radio coverage of U. S. Naval activities" prior to and during the Normandy invasion, Lt. James C. Shattuck, USNR, was commended last week by Admr. Harold R. Stark, USN, Commander, U. S. Naval Forces in Europe. "In making arrangements for the first use, under operational conditions of film recording equipment provided by the Navy Dept., and in results you achieved, you drew extensive praise from the radio industry," the commendation further states.

During the invasion and preparations, Lt. Shattuck, formerly a commercial editor of CBS, was assistant public relations officer for radio attached to SHAEF. He has just been assigned to the new Navy radio station at Guam [BROADCASTING, Aug. 28] where he will be radio officer in charge.

WFIL

...means progress!

While all radio stations use audience promotion, the one radio station in Philadelphia which does the most in the promotion of its clients' programs is WFIL.

In 1944, among other things, WFIL will use more than 50,000 trolley and bus cards . . . more than 75,000 magazine inserts . . . more than 20,000 lines of newspaper advertising . . . more than 4,000 spot announcements . . . all calling attention to the programs of our advertisers.

WFIL was Philadelphia's ONLY broadcaster to rate an award in The Billboard Seventh Annual Radio Station Promotion Survey. WFIL was cited for "doing a thorough home market promotion."

A BLUE NETWORK AFFILIATE

WFIL

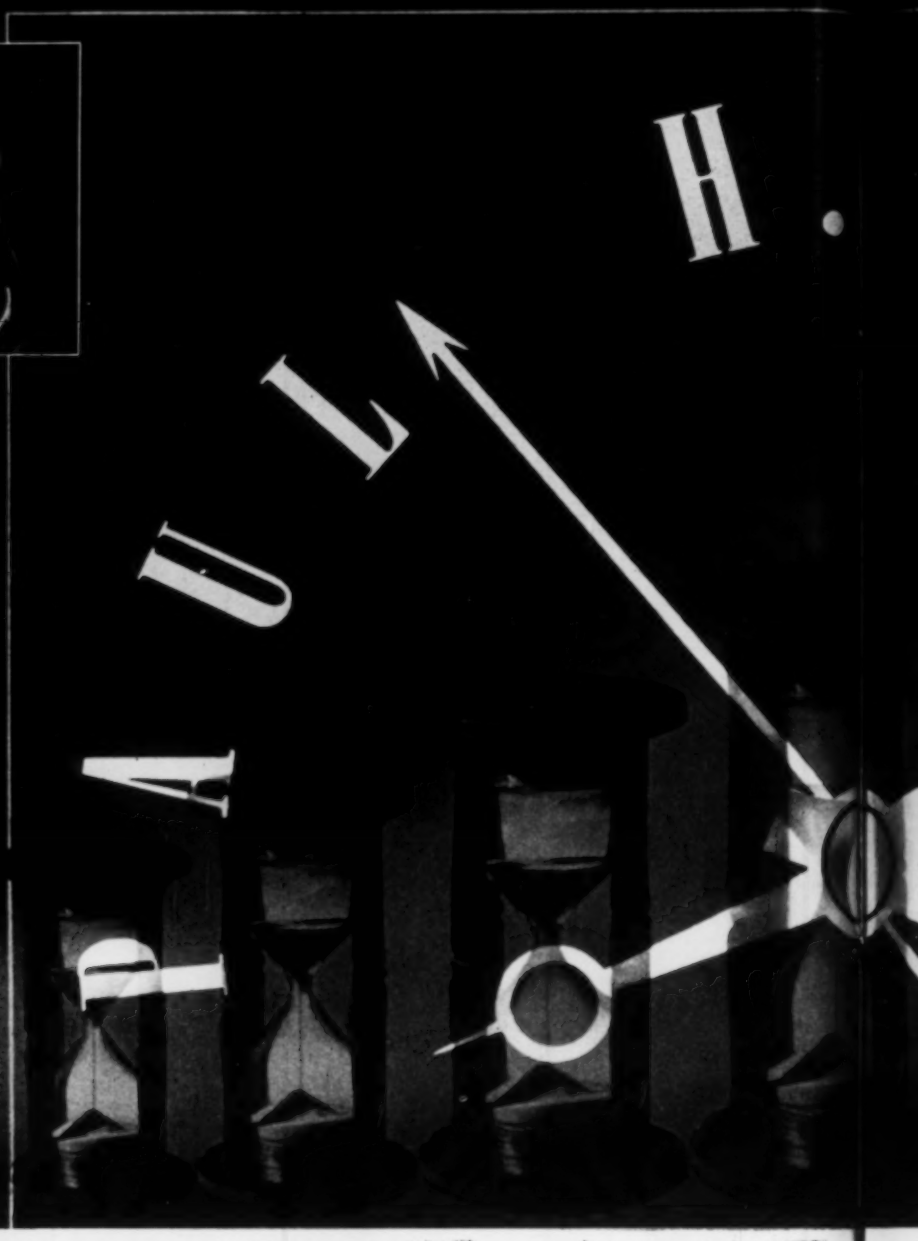
★ 560 KC

Represented nationally by The Katz Agency

PHILADELPHIA'S MOST PROGRESSIVE RADIO STATION

NOT WITHOUT REASON

For eleven years steady,
consistent annual increase
is never less than
twenty per cent.



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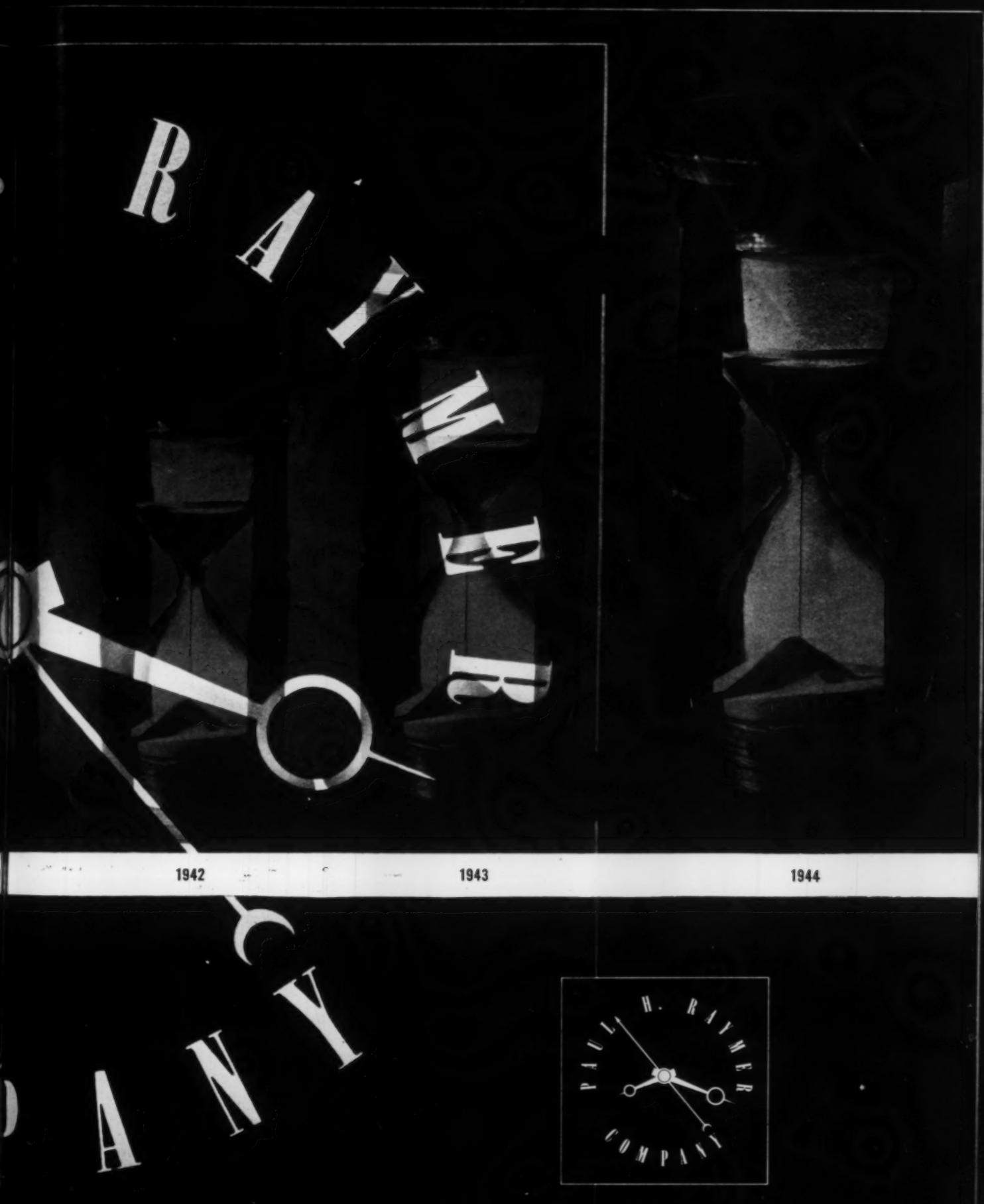


PAUL H. RAYMER COMPANY • RADIO STATION REPRESENTATIVES

NEW YORK • DETROIT • CHICAGO • SAN FRANCISCO • LOS ANGELES

Editorial

Radio's New ABC

RADIO PUT its best business foot forward last week in Chicago. By unanimous vote, the NAB set in motion machinery which will provide a uniform yardstick of radio coverage—the radio counterpart of the Audit Bureau of Circulations in the publishing field.

It was with fear and trepidation that the NAB's Research Committee, headed by Hugh Feltis, KFAB Lincoln-Omaha, presented its plan after having gone through the wringer at the preceding session of the NAB Board. Every previous effort to get together with the agency and advertiser groups on a uniform method had fizzled.

But the obvious benefits that would accrue, the sincerity and force of Hugh Feltis and Roger Clipp, of WFIL Philadelphia, chairman of the Technical Subcommittee, the stalwart support of George Burbach of KSD St. Louis with his 40 years of advertising experience and the enthusiasm of agency spokesmen, melted all opposition.

This is the first step. It doesn't mean there will be uniform coverage reports next week or next month. The NAB Board now has been empowered to move in cooperation with the American Assn. of Advertising Agencies and the Assn. of National Advertisers. The pattern has been cut and the material ordered. But the suit hasn't been stitched or paid for.

There's work aplenty ahead. There are kinks to be flattened. But the project is in excellent hands, as demonstrated at the Chicago meeting.

Program ratings won't be affected. This means simply that standards will.

Under the plan a scientific medium will use scientific methods in determining circulation.

It marked the first time broadcasters had unanimously agreed on so controversial an issue, the embodiment of competitive selling. But it also was the first time that a commonsense, integrated plan had been presented.

Broadcasters' Choice

"WHEN is Fly going to resign?" "Who'll succeed him?"

Those are the twin questions popped wherever broadcasters meet. But the real question is: What are broadcasters doing about it?

Mr. Fly has more than inferred that he is thinking about leaving the Government after 15 years of continuous service. It is entirely understandable. Whatever one may think of his philosophies and his methods, he certainly has been an aggressive, hard-working Government official. It is his privilege to seek the rewards of private law practice or business. Chances are he will leave after the November elections, though he won't admit that.

There is this great concern about the impending Fly vacancy, but practically no attention is being paid to an actual vacancy on the FCC, created with the retirement of Commissioner T. A. M. Craven. There has been sporadic talk about a successor, but thus far nothing has jelled. More important, no one is aware of any effort by broadcasters to urge the appointment of one qualified to fill that vacancy.

Each Commissioner has one vote. Chairman Fly, a strong and vigorous personality, has dominated the Commission more than has any other chairman. But his successor (and he might well be the man named to the Craven post) may not be disposed to wield that sort of power or be able to get away with it if he were so inclined.

Broadcasters, as citizens, have a right to espouse appointments to the FCC. Beyond that, we think it is their duty, based on past performances. The FCC devotes perhaps 90% of its energies to broadcasting and related services. Yet not one member of that agency is schooled in practical broadcasting or in advertising. That doesn't mean they are not good men. But it does mean that all save possibly the neophyte member, E. K. Jett, who is a practical engineer, and Gov. Norman S. Case, who has had executive business experience, are steeped in the public utility-common carrier concept of regulation. That doesn't apply to broadcast service.

When a postmaster is appointed for Hickville, USA, there are endorsements from members of Congress, chambers of commerce, citizens associations and other civic-minded groups. The White House takes into account the character of sponsorship for candidates for appointive posts, in addition to qualifications.

Broadcasters should agree upon the kind of man or men who should serve on the FCC—not men who would bow to radio's every wish, but men who are conversant with business and operating problems. The President can't be expected to make such appointments if recommendations are not forthcoming.

The immediate job is the Craven vacancy. If another merit promotion from the FCC staff is preferred (and the recent Jett promotion won universal approbation) then broadcasters should so say. If a practical broadcaster is preferred, then let's decide upon the man and get behind him.

'Air Force' Results

RADIO NOW is selling retail advertising wholesale. The 1944 department store radio budget will run about $100,000,000 which would be $31,000,000 or 40% ahead of last year.

That's the story of the NAB's Retail Promomotion Plan as unfolded to the Executives War Conference in Chicago last week. It is an eloquent one. There may have been other factors to which this healthy increase can be ascribed. But the plan, which caused so much of a dither, worked. Retail store executives at the Chicago session reported more radio time will be used.

Paul W. Morency, WTIC Hartford, who sparked the retail drive as chairman of the Committee, reported that the plan, which cost stations about $110,000 to put over, has paid off about 26 to 1 in its first year. The ratio actually is much greater because, for the first time, a really great coordinated selling job for radio was done. Selling radio in one field inevitably sells the medium as a whole.

The New York Newspaper Advertising Managers have wailed long and loud over radio's retail campaign. They conducted a survey. The results have been widely publicized. But they haven't held water.

The Morency report, we believe, provides the answer. Department store results and dollars speak louder than biased words.

Our Respects To —

RUSSEL WOODWARD

WHEN Russel Woodward received his A.B. degree from Columbia U, his friends declared that the letters really stood for Able Bodied seaman. Raised on the Eastern seaboard, Woody had spent half his young life on a houseboat; at the university he won a varsity letter for swimming and he was both coxswain and coach of his class crew.

As vice-president of Free & Peters, Woody worried more about time than tides, but it was no great surprise to his associates when, a few months after Pearl Harbor, he walked into the office in a blue uniform with two stripes 'round the cuffs and said goodbye for the duration. Whenever a shore leave comes along, though, you'll find an officer's cap on the hatrack at the nearest F & P office, and there will be the lieutenant, catching up on latest developments.

His Navy experience has made him familiar with many of the electronic gadgets which are as yet military secrets to most of us, and he knows how they may be applied to the technical end of broadcasting. But, he figures, unless the underlying philosophy of American broadcasting is completely altered, there will still be time to be sold and there will still be station representatives to sell it, which brings Woody back to Free & Peters as soon as Hitler and Tojo have hollered quits and the Navy lets him go.

Russel Woodward started life in Westfield, N. J., on Nov. 4, 1902, and at the same time started causing trouble for teachers, billing clerks and all other record keepers by getting himself christened Russel without the customary second "l" and also with no middle initial.

Brought to New York City at an early age, he divided most of his boyhood between the houseboat and Suffield School in Connecticut. His collegiate career was also divided—two years at Colgate, where he played football with the freshman squad, and two at Columbia, where he swam and rowed and studied enough to receive a degree in 1924.

After graduation, Woody spent three years in the hotel business in New York, serving as assistant manager of several hotels, before entering advertising with the old George H. Batten Co. At the time of the merger with Barton, Durstine & Osborn, Woody was assistant account executive on the Continental Baking account, a position he continued with BBDO. It was then that he made his first business contact with commercial radio, in which Continental was pioneering as sponsor

(*Continued on Page 48*)

A Statement of policy

regarding the future of **WMFM**

Four years of FM pioneering have given WMFM an insight into the future of this miraculous, vastly superior form of broadcasting.

To the advertisers and listeners who have so kindly and frequently praised WMFM, we make this pledge:

1. WMFM shall continue its aggressive policy of setting, rather than following the pace for FM stations.
2. WMFM shall continue to offer its family of listeners *distinctive quality programs, keyed to the wants and needs of the people of Wisconsin.*
3. WMFM shall continue to encourage "production" type musical and dramatic programs on both commercial and sustaining shows.
4. WMFM shall continue to cultivate the growing audience that makes it Wisconsin's prestige-building, sales-promoting station.

THE MILWAUKEE JOURNAL FM STATION

There has to be a *FIRST* time that a young child walks alone to school.

There is that *FIRST* time when the soldier sees the horrors of war.

There was a successful *FIRST* Bond Drive.

Also a very satisfactory *FIRST* call for Blood Donors.

If there is going to be a *FIRST* time that your client buys a local channel station, the *FIRST* city should be Washington D. C. - - - and the *FIRST* Station WINX.

Because WINX is *FIRST* with local advertisers because it *GIVES SO MUCH FOR SO LITTLE.*

WINX

The Washington Post Station

Washington 1, D. C.

Represented Nationally by

FORJOE & COMPANY

Our Respects to

(Continued from page 46)

of the *Happy Wonder Bakers.*

At BBDO, he worked closely with Chester Bowles and when Benton & Bowles was organized in 1929 Woody left BBDO to become the first employe of the new agency, a connection which the depression brought to an abrupt termination. Woody's versatility brought him to a variety of occupations from deck-hand on a freighter to a customer's man for a Palm Beach brokerage house, from which he returned to New York to a position in the advertising department of the Wall Street firm of Fenner & Beane.

Joined F&P

In 1934, "appropriately enough, on Labor Day," Woody says he joined the New York sales staff of Free & Peters. Woody served as manager of the F & P offices in Atlanta and Detroit. Then in 1939, he was made sales manager of the eastern division, and in 1941 was elected a vice-president of the company. In April 1944, he was also elected a director, a move that is indicative of his standing with the firm, as at the time, he had been on leave with the Navy for almost two years.

Commissioned a full lieutenant and assigned to the anti-submarine warfare branch of the Navy, Lt. Woodward spent several months at the Submarine Chaser Training Center at Miami and at Key West's Sound School, following which he was given command of a new PC boat, a 173-foot submarine chaser. For most of the next year he was on convoy duty in the Atlantic and Caribbean.

Taciturn about his experiences, Woody will, under proper urging, admit that with the assistance of the specially built Scott receiver with which his ship is equipped he has made a careful study of the programs and signal strength of the broadcasting stations of the Atlantic Coast, particularly those represented by Free & Peters.

It seems that radio, as well as salt water, gets into one's blood stream.

Radar Men Honored

WESTINGHOUSE Electric & Mfg. Co., Baltimore, has awarded the company's highest honor, the Order of Merit, to two men from the radio division. Frank E. Tighe, superintendent of the Lansdowne, Md. plant, was cited "for his ability as a supervisor, and his proficiency in organizing a new and large plant, developing its personnel to the high standards necessary for the manufacture of radar apparatus for the Signal Corps". Forrest S. Mabry, section engineer, received the award for "his resourcefulness in bringing to satisfactory solution many unusual design problems, especially in the field of airborne and shipborne radar. . . ."

Personal NOTES

KEN PARKE, member of the sales staff at WIL St. Louis, has been named commercial manager. Mel Kampe, assistant program director at WIL, has been promoted to program director. He has been with the station eight years as announcer, continuity writer and assistant program director.

DR. E. F. W. Alexanderson, consulting engineer for GE, has been awarded the Cedergren gold medal by the Royal Technical U., Stockholm, in recognition of his prominence as an author in electro technics. The award is made only once every five years.

MAJ. JOHN THORWALD, former manager of WRR Dallas, will go on inactive status at his own request about Oct. 1, after three years of Army service. He has been assigned to the Special Service Division, Army Air Forces, and has headquartered at the Central Flying Training Command, Randolph Field, Tex. He has not announced future plans.

FRANK SAMUELS, sales manager of KGO San Francisco, is the father of a boy.

AIR-O-MAGIC SHOES USES VIDEO, SPOTS

PRELIMINARY to its first radio promotion for Air-O-Magic Shoes for men [BROADCASTING, June 26], Marion Shoe Division, Daly Bros. Shoe Co., Boston, on Aug. 30 presented on WABD New York, the DuMont television station, a visual quiz produced by Norman D. Waters, assisted by the Television Workshop.

Program was to have Dr. Sigmund Spaeth as m.c., with participants including Jessica Dragonette, singer; Elizabeth Janeway, author; Walter D. Teague, industrial designer, and Jerome S. Meyer, author of books on home entertainment.

Spot radio schedule gets under way Sept. 10 with a transcribed five-minute program *The Magic Answer Box*, starring Mr. Meyer and Len Sterling. Discs, cut by Muzak Transcriptions, will be aired on a weekly basis on 16 stations in selected markets—WAGA WCBM WORL WIND WJW WXYZ KGKO WISH KMPC WPAT WDAS WWSW WRAV KXOK KJR WINX. Agency is Norman W. Waters & Associates.

Armand List

ARMAND Co., Des Moines, (cosmetics), Aug. 23 started sponsorship of four to five chain break announcements weekly on the following stations: KSL Salt Lake City; KGW Portland; KGA Spokane; KHQ Spokane; KPO San Francisco; KJBS San Francisco; KOA Denver; KIRO Seattle; KGHL Billings, Mont. Agency is Ivan Hill Co., Chicago.

Carl Nissen

CARL NISSEN, 56, one time commercial manager of KNX Hollywood, died Aug. 24 at his home in Berkeley, Cal. Surviving are his widow and three daughters.

Pat Smith Named Manager of WINX

Heller Is Placed in Charge Of Developmental Activity

APPOINTMENT of John Patrick Smith, assistant general manager of WCPO Cincinnati, which originated the "news and music" formula for independent stations, as general manager of WINX Washington, was announced last week by Eugene Meyer, president and publisheer of the *Washington Post*, licensee of the station.

Mr. Smith, who will assume his duties about mid-September, succeeds Lawrence Heller, founder of WINX, who sold the station to Mr. Meyer last month for a record $500,000 figure for a local independent outlet. Mr. Heller will take charge of station developmental activity.

Worked Under Watters

A veteran of 18 years with the Scripps-Howard organization, 32-year-old Mr. Smith joined the organization as an office boy in New York. He formerly was secretary to Karl A. Bickel, as president of Scripps-Howard Radio, and joined WCPO in 1937 as a salesman. He was named commercial manager in 1940 and afterward became assistant general manager under Mortimer C. Watters, general manager of the station and vice-president and general manager of Scripps-Howard Radio Inc.

William Gold, former news editor of WCPO, has been appointed to that post at WINX. A graduate of the Ohio State U. School of Journalism, Mr. Gold was previously affiliated with the Cox papers in Springfield and Dayton and the Scripps-Howard papers in Columbus and Cincinnati.

Wayne Coy, former assistant to the president and now assistant to Publisher Meyer, was a visitor in Cincinnati recently to observe the operation of WCPO, presumably with a view toward making WINX the WCPO of Washington. He met with Messrs. Watters and Smith. It is believed recent personnel difficulties at WINX, which resulted in the dismissal of two staff announcers, who had engaged in an altercation while the station was on the air [BROADCASTING, Aug. 28], may have motivated the decision for a prompt change in management. Mr. Heller was under contract for a year as manager.

Bender Joins F & P

CHARLES ROBERT BENDER on Sept. 5 joins Free & Peters, station representative, as account executive. With considerable experience in advertising and newspaper work, Mr. Bender for the past six years has been associated with *Playbill*, theatre program publication. He will be located in the New York office.

A NEW STATION

And a New Opportunity to Sell Canada's Richest Market

August 28th inaugurated a new deal for radio listeners in the Toronto area. On that day CKEY began operating on an entirely new type of program schedule, conceived after 24 months of intensive research in both United States and Canada. Everything is new from mikes to management, with a capable staff that is second to none in Canada.

Operating on a frequency of 580 kc's (Toronto's top frequency) CKEY's 1000 watts, (soon to be 5000) transmits a strong signal 24 nours a day to over 2,000,000* radio listeners in the richest market in Canada.

Present bookings indicate the enthusiasm with which advertisers are responding to CKEY's program plans but there are still a few choice opportunities. For full details contact National Broadcast Sales, Toronto or Montreal. Weed & Co. New York & Chicago.

** Estimate based on survey methods as adopted by the Bureau of Broadcast Measurement.*

THIS IS CKEY'S GUARANTEE TO THE ADVERTISER:

1. Every quarter hour period will be 14:40 seconds in length.
2. No spot announcements will be allowed between programs.
3. Chain breaks or flash announcements **only** will be permitted between programs.
4. Special programs under the direction of their exclusive master of ceremonies will afford a vehicle for a **maximum** of **three** spot announcements per quarter hour.
5. Each special feature will have its own master of ceremonies. This M.C. will not be heard on any other program on CKEY or any other radio station while in the employ of CKEY.

DIAL 580

J. K. Cooke, President and Gen. Mgr.

CKEY TORONTO

Reach the ACTIVE SALT LAKE MARKET

Utah has one of the highest per capita ratings as a radio listening market.

National Representative
JOHN BLAIR & CO.

BEHIND the MIKE

RONALD V. COCHRAN, formerly with the Iowa Network, KWK St. Louis and more recently with the Dept. of Justice in Washington, and Ray Cole, formerly with KWK and the Salt Lake City and New York bureaus of U.P., have joined the publicity staff of the Washington (D. C.) office of the Republican National Committee. In charge of the Washington office radio and publicity staff is Lee Chesley, former news editor of KWK.

ALLAN H. KALMUS and Jane Carolyn Waring, both writers in NBC's press department, are to be married Sept. 9.

JULIAN A. FLINT, former program-production manager of WAGA Atlanta, has joined WSGN Birmingham, as traffic manager and national sales manager. New members of the WSGN announcing staff include Shirley Cantor, former relief announcer; Jack Davis, former manager of WJHL Johnson City; Otis Henley, former newscaster of WJRD Tuscaloosa, Ala., and commentator of WCBI Columbus, Miss.

WILLIAM SHADEL, CBS correspondent attached to London headquarters, has returned to this country. He has been covering the advance of the Allies in France. Future assignment has not been announced.

FLEETWOOD LAWTON, former commentator and war correspondent, is in the South Pacific recording news and making on-the-spot observations with a soundscriber which he carries with him on behalf of NBC. He is doing his work under the auspices of the Army and Navy.

KEN NELSON has returned to WJJD Chicago as head of the musical department, succeeding Leland Gillette, who has joined Capitol Record Recording Company, Hollywood. Mr. Nelson has received a medical discharge from the army.

CARL ZIEGLER, released from the Army and formerly with KGGF Coffeyville, Kan., has joined KFOR Lincoln, Neb., as newscaster. Bob Sinclair, also released from the Army, is new continuity writer for KFOR. Patricia Maryot, graduate of Leland Power's Theater & Radio School, Boston, is now with KFOR's continuity department.

BOB BINGHAM, former program director at WSLB Ogdensburg, N. Y., has joined WFBL Syracuse, where he is in charge of commercial programming.

CRAIG C. LEE, released by the Navy after service in the South Pacific and formerly of KXO El Centro, Cal., has joined the announcing staff of KYUM Yuma, Ariz.

GEORGE BARKLEY, announcer-commentator of KFI Los Angeles, and Patricia Hill of Pasadena, Cal., were married Aug. 24.

JOE GOTTLIEB, production manager of WCAU Philadelphia, leaves the station this month to join the production staff of WMCA New York.

PETE ARNELL, formerly of WPEN Philadelphia, has joined WAAT Newark.

TIM LIEBERT, CBS West Coast newscaster and announcer, has been accredited as a CBS war correspondent in the Pacific area and will work with Webley Edwards from Pearl Harbor, broadcasting on *World News*. He replaces Curtis Butler, now in the Army.

HAROLD STUBBS, announcer of CJBC Toronto, has resigned to freelance.

PHIL KITLEY has joined CBR Vancouver as school broadcasts chief.

THE ABC of New York radio was expounded by Arthur Hull Hayes (center), WABC general manager, to this group of Westerners. (l to r) Clifton Tolboe, KOVO Provo, Utah; Richard F. Connor, Associated Broadcasting Co., (formerly of Los Angeles); Mr. Hayes; R. W. Brazeal, KFPY Spokane; Arch Madsen, KSL Salt Lake City

W. W. BLAIR, night traffic supervisor of the Blue Network central division, was to marry Elise Tudor of Norfolk, Va., September 3 in Norfolk.

BERNARD BERG, former script writer at WTMJ Milwaukee, has joined the NBC central division continuity department.

BUD LYNCH, former sports announcer of CKLW Windsor-Detroit, is reported as having been wounded in the fighting in France with the Canadian Army.

ISABEL STEWART has been appointed promotion manager of CJVI Victoria, succeeding Bob Willett who has joined CFPR Prince Rupert, as production manager.

FRANK SEGEE of the news bureau of the Canadian Broadcasting Corp., Halifax, has been transferred to CBC Montreal to edit the new CBC staff magazine to be issued in October. Eddie Dix of the CBC news bureau, Montreal, replaces Mr. Segee at Halifax.

TED PEGG, former traffic chief of Canadian Broadcasting Corp., Vancouver, is now in the Royal Canadian Corps of Signals, at Barriefield, Ont.

BETTY LANG, continuity writer of CKWX Vancouver, recently was married to Dick Williams, operator of CKWX.

TED WEBBE, program director, WPAT Paterson, N. J., has been appointed chairman of the speakers committee of the Community War Chest drive in North Jersey, and Dave Golden, the station's publicity director, has been named chairman of the special events committee.

MARCIA WALTON, formerly of the KPO San Francisco press staff, has joined KLS Berkeley (Cal.) as announcer.

NANCY HUDSPETH, new to radio, has joined the continuity department of WINN Louisville.

GIL SANDERS, formerly of WFBM Indianapolis, has joined WKZO Kalamazoo as announcer. Frances Badley is a new WKZO continuity writer.

JOHNNY LYNN has joined WSPD Toledo as announcer.

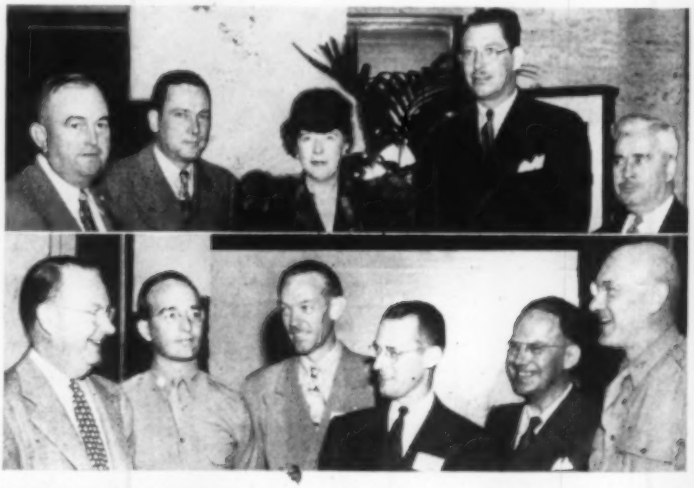
DALORIS NIHART is a new member of the continuity staff of KBIZ Ottumwa, Ia.

PAUL CLARK, previously with WMLL Evansville, Ind., FM station, and KARK Little Rock, Ark., is now announcing at WHAS Louisville.

EDWARD EGEN, for the past three years associated with *Republic* and *Gazette*, Phoenix (Ariz.) newspapers, has been named Blue Hollywood sales promotion manager. Elmer Pederson, who has been dividing his time between that post and sales department, assumes duties as contact man with network clients. Clara Groves of the NBC Hollywood sound department has joined the Blue Hollywood continuity staff.

HENRY WEAVER, former Blue Hollywood announcer now with the Marines, has been appointed Marine Corps combat correspondent and elevated to sergeant.

FRANK ANDERSON, pianist-vocalist, has joined KLX Oakland, Cal., as announcer.

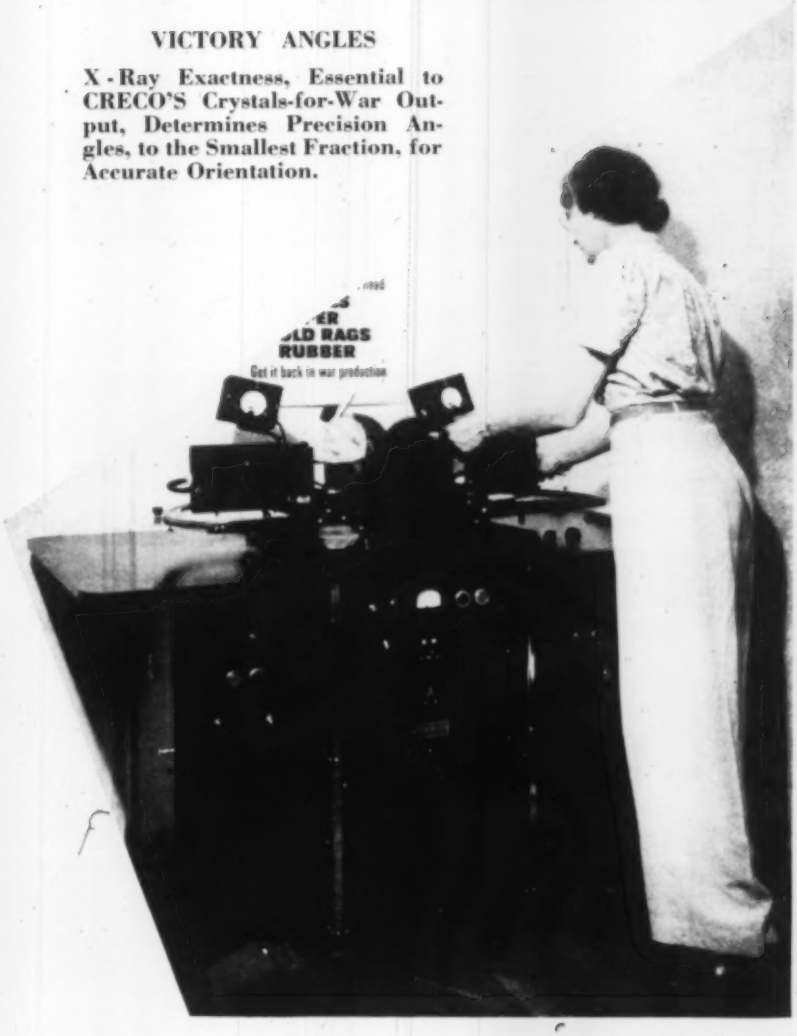


THEY LOOKED UP (top photo), all except six-foot-six John T. Hopkins III, WJAX Jacksonville, when the photographer called "birdie". (l to r) Jack Draughon, WSIX Nashville; Lee B. Wailes, Westinghouse Radio Stations, Philadelphia; Beth Black, Joseph Katz Co., New York; Mr. Hopkins; Gene O'Fallon, KFEL Denver. A Nor'wester blew up figuratively with the invasion of this troupe (l to r): Arthur Bright, KFPY Spokane; Lt. Col. J. Elroy McCaw, Army Air Forces Communications officer and in civil life owner of KELA Centralia, Wash.; Harry R. Spence, KXRO Aberdeen; Tom Olsen, KGY Olympia; Milton Fritsch KFPY Spokane; Maj. Louis Wasmer, AAF Communications, owner of KHQ-KGA Spokane.

ACCURACY
IS OUR BUSINESS
IN WAR . . . IN PEACE

VICTORY ANGLES

X-Ray Exactness, Essential to CRECO'S Crystals-for-War Output, Determines Precision Angles, to the Smallest Fraction, for Accurate Orientation.



Vital Instruments of Victory . . . our **WARTIME COMMISSION** *. . . demand* **EXTREME EXACTNESS** *and give a New Dimension to our* **PEACETIME PERFORMANCE.** *Victory, without question, is our* **NO. 1 ASSIGNMENT** *but, when you are ready to plan for peace . . . we are ready . . . to prepare, in the time at hand, a limited number of Television, FM and Standard Applications.*

Write, Wire or Call

COMMERCIAL RADIO EQUIPMENT COMPANY

EVERETT L. DILLARD, General Manager

Evening Star Bldg.
WASHINGTON, D. C.

Porter Bldg.
KANSAS CITY, MO.

Crossroads-of-the-World
HOLLYWOOD, CAL.

"BE SURE OF TOMORROW . . . BUY WAR BONDS TODAY"

RAY BAKER, program director of WITH Baltimore, is the father of a boy.

JAMES T. MAHONEY, formerly of NBC New York and more recently with the OWI, has joined WITH Baltimore as production manager.

JOHN HALLORAN, formerly at WBAL Baltimore, has joined the announcing staff of WITH Baltimore.

RUSS HODGES, sportscaster at WOL, Washington Mutual outlet, has been named sportscaster for the entire Mutual network with the special assignment of covering leading college games during the coming football season.

BILL HUMBERT, formerly of the WSAP Portsmouth, Va. announcing staff, has been named program director of the station, succeeding John G. Maupin. New members of the WSAP announcing staff are Tommy Searls, and Jack Quigley.

ALBERT GROBE, chief announcer at WQXR New York, has completed commentary on a film for the Provisional French Government in America.

MARTIN AGRONSKY Blue Network news commentator is the father of a girl.

WORSE THAN Selective Service was the plaintive wail of this group waiting registration turn at the Palmer House. (l to r) George Lasker WORL Boston, Ashley Robinson WORL, R. J. Laubengayer KSAL Salina, George Bolling, John Blair & Co. New York, Lindsay Spight, John Blair & Co. San Francisco, Hugh Feltis, KFAB Lincoln, Fritz Synder, Biow Co., New York, R. E. Bausman WISH Indianapolis.

NICK DRAKELICH has joined KMJ Fresno, Cal., as announcer. Mrs. Sibyl Silverthorn, formerly of KFI-KECA Los Angeles, has assumed station continuity and traffic duties.

WILLIAM L. WEISSEL, released from the Army and previously associated with W. Colston Leigh, concert booking bureau, has been appointed night supervisor of WQXR New York.

DON YEAGER has joined the announcing staff of WSAZ Huntington, W. Va.

LT. GORDON BURWASH, Royal Canadian Navy radio liaison officer, after action on the Canadian destroyer *Sioux* at Le Havre and off Brest, France, is returning to Canada to take part in British American Oil Co.'s *Fighting Navy*, Canadian network program.

BILL EDWARDS, former announcer of WLW Cincinnati, has joined KMTR Hollywood.

HERBERT J. ANTOINE, junior announcer at NBC, has been promoted to senior announcer.

HAL MOON, formerly with KQW San Francisco as news analyst and commentator, is now program director of KFMB San Diego.

MURRAY FISHER has joined WCHS Charleston, W. Va., as announcer.

BALDWIN SULLIVAN, for past two years Los Angeles bureau manager of International News Photos, has joined NBC Hollywood publicity department as photo editor. He succeeds Leslie Raddatz, who has assumed duties as news editor.

A. R. STOVER is a new addition to the announcing and production staff of WHBY Appleton, Wis.

PFC. WALTER E. SICKLES, former program director at WWSW Wheeling, W. Va., now an assistant to the Chaplain at the 117th General Hospital in England, is working with the psycho-neurotic patients from the front.

JACQUELINE WILSON, new to radio, has joined KFRC San Francisco as publicity director.

WIBG
GETS EVERY EAR
— And Opens
Philadelphia's Purse Strings!
• When they listen to the A's and Phillies Home Games—it's over WIBG!
• When they listen to Collegiate, and Professional Football—it's over WIBG!
• When they listen to Sport News—World News—Local News—it's over WIBG!
• When they listen to Doug Arthur's Danceland—it's over WIBG!
They listen to WIBG
—and they buy!
Philadelphia's
10,000 WATTS
WIBG
Most Powerful Independent
990 KILOCYCLES

Magazine Resumes

PROGRESSIVE Farmer, Birmingham, is resuming its regular fall and winter radio promotion of *The Progressive Farmer* magazine on a schedule which is expected to be similar to last year's, when 14 Southern outlets were used. Publisher will continue to sponsor *Progressive Farmerettes*, a quarter-hour musical disc featuring two girl singers and announcer, and aired six-times weekly. Sponsor remained on four stations during the summer to protect time. Agency handling the account is Albert Sidney Noble, New York.

WENT Appointments

GEORGE BISSELL, president of Sacandaga Broadcasting Co., licensee of WENT Gloversville, N. Y., has assumed general manager-ship of the outlet, it was reported last week. New appointments include Art McCracken, sales manager, to assistant manager; Bill Carpenter, formerly with WNBZ Saranac Lake, N. Y., as program director; Bob Mooney as announcer and production supervisor. Bob Robinson, new to radio, has been added to the WENT engineering staff.

W6XAO Damaged

AFTER an alleged attempt to chop down five doors of W6XAO, television station owned and operated by Don Lee Broadcasting System, Hollywood, with fire ax and a heavy timber, Alfred Corte, designing engineer of Lockheed Aircraft Corp., Burbank, Cal., was taken into custody on Aug. 23 and booked on suspicion of burglary.

a slateful of KID SHOWS

For a full century, nobody knew just what Longfellow meant by "The Children's Hour". He didn't specify the time. Mutual has now pinned that hour to the radio dials of a nation. The time is 5 to 6 p.m., and these are the programs we've packed within that period — each designed for small fry of any age and either sex:

5-5:15
COLLEEN MOORE... As summer tenant of this time period, her "Safety Legion" set records for mail response. The new fall-winter resident will shortly be announced.

5:15-5:30
CHICK CARTER... Boy-detective protege of the immortal Nick, he has already won ratings — as a sustainer — which would delight many a network advertiser.

5:30-5:45
TOM MIX... Veteran straight-shooter's exploits return to the airwaves in a series which hits the bull's-eye for Ralston. From twice-a-week to five, come fall.

5:45-6
SUPERMAN... Newspaper and movie favorite, he soared to top ratings within eight months on Mutual for Kellogg. Soon to resume five-a-week stature on the full network.

There is how Mutual keeps the kids' ears open from 5 to 6. Two of these quarter-hours are still available for sponsorship, and all four add up to a potent introduction to all-family listening, at the same point on the dial, throughout the evening.

this... is MUTUAL

Agencies

RALPH H. SINCLAIR, copy director, and Wilson J. Main, director of research, Ruthrauff & Ryan, New York, have been elected vice-presidents.

D. PETER BOWLES, released by the Army Air Forces and formerly with William Esty & Co., has been added to the radio department of Doherty, Clifford & Shenfield, New York, as commercial writer. E. Blaney Harris, formerly of Pedlar, Ryan & Lusk, New York, has also been added to the staff of DC&S.

ROBERT KUHN, formerly of Ruthrauff & Ryan, Hollywood, has been named head of the commercial copy department of the Hollywood office of Compton Adv., New York.

J. W. MILLARD, director of the War Food Administration's office of materials and facilities, resigned Sept. 1 to form his own advertising agency in New York.

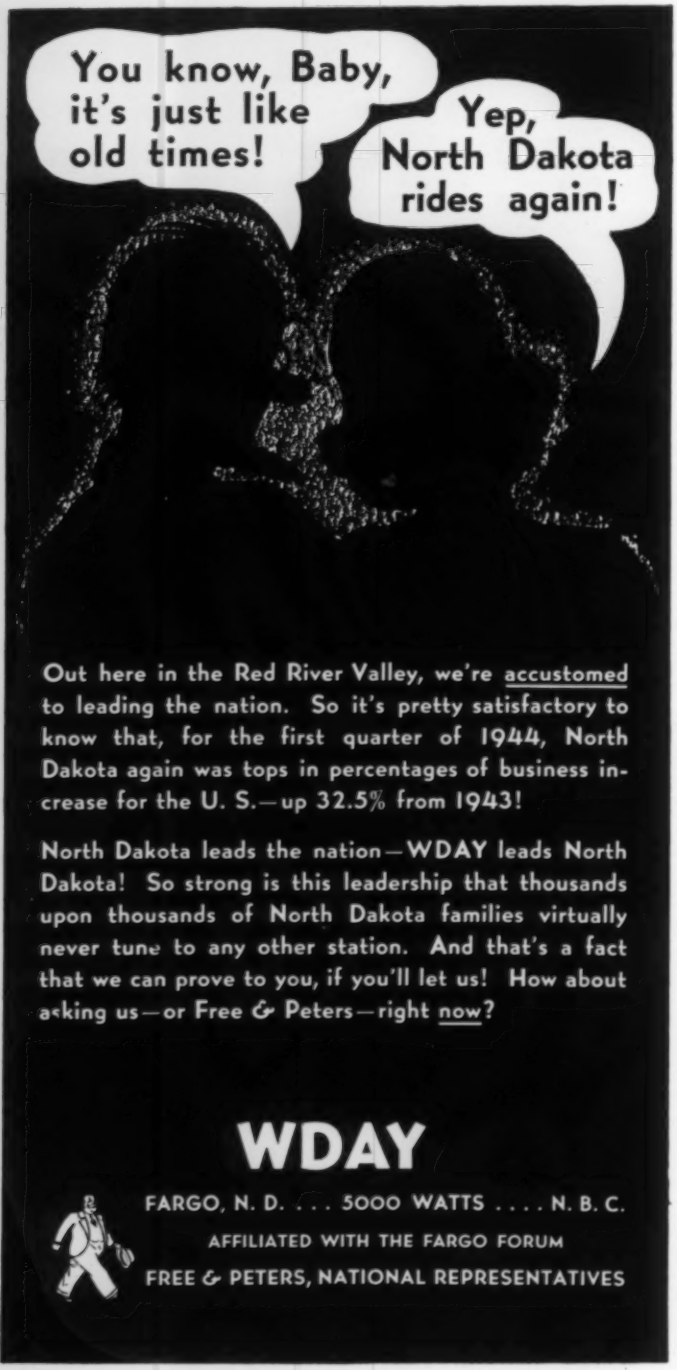
JOHN HIRAM McKEE, program producer in the advertising agency field, has joined the radio department of Warwick & Legler, New York, as producer.

H. DUDLEY KELLOGG, released from the Army, has joined the copywriting staff of Fray & Rogers, Philadelphia.

JOE KAPLAN has returned to Sterling Adv., New York, as account executive, after several years in the U. S. Maritime Service.

ROBERT LEARY, formerly with Young & Rubicam, New York, and Ann Murphy, formerly with Pedlar, Ryan & Lusk, New York, have joined the copywriting staff of Doherty, Clifford & Shenfield, New York.

RADIO UNLIMITED in this group. (l to r) Larry Keller, UP New York, John Norton, Blue New York, Murray Carpenter, Compton Advertising, New York, C. T. (Swannee) Hagman, WTCN St. Paul, Frank Kemp, Compton, New York, F. E. Fitzsimonds, KFYR Bismark, Creighton Gatchell, WGAN Portland, Me., caught in corridor by cameraman.


You know, Baby, it's just like old times!
Yep, North Dakota rides again!
Out here in the Red River Valley, we're accustomed to leading the nation. So it's pretty satisfactory to know that, for the first quarter of 1944, North Dakota again was tops in percentages of business increase for the U. S.—up 32.5% from 1943!
North Dakota leads the nation—WDAY leads North Dakota! So strong is this leadership that thousands upon thousands of North Dakota families virtually never tune to any other station. And that's a fact that we can prove to you, if you'll let us! How about asking us—or Free & Peters—right now?
WDAY
FARGO, N. D. . . . 5000 WATTS . . . . N. B. C.
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, NATIONAL REPRESENTATIVES

CECELIA BRODIE, formerly of the Chicago office of Edward Petry & Co., station representative, on Aug. 30 joined L. W. Ramsey Co., Chicago, as time buyer, succeeding Mercedes Ledet, who is leaving radio.

BRUCE EELLS, Hollywood business manager of Young & Rubicam, currently is in New York for two-week conference with home office executives. Fran Van Hartesfeldt, New York agency producer, has been transferred to Hollywood and assigned to the weekly *NBC Melody Roundup*. Hubbell Robinson, agency vice-president in charge of radio, during a West Coast visit in mid-September will confer on fall program plans with Glenhall Taylor, West Coast radio director.

ERNEST A. HOLMES, formerly with Arthur Kudner Inc., and Kenyon Research Corp., has been appointed director of research-marketing division of Abbott Kimball Co., serving agency's Chicago and Kansas City offices.

CLINTON B. CLARK, former display director and store designer of the Boston Store, Milwaukee, has joined W. L. Stensgaard & Assoc., Chicago, as account executive.

NORMAN WATSON, formerly with *Esquire*, Chicago, and Vogue-Wright, Chicago, has been appointed art director of Jim Duffy Co., Chicago.

VICKI JACQUES has been appointed director, media and research, of Goldman & Gross, Chicago.

SAM CARTER, New York writer of J. Walter Thompson Co., has been shifted to agency's Hollywood office and is assigned to CBS *Lux Radio Theatre*. He succeeds Harry Kerr, now in the Navy.

J. A. MacTAGGART has joined J. J. Gibbons Ltd., Toronto, as an account executive. He was previously with R. C. Smith & Son, Toronto.

L. S. McMAHON, account executive of A. McKim Ltd., Toronto, has joined the Royal Canadian Navy and is now training at London, Ont.

STANLEY RESOR, president of J. Walter Thompson Co., currently is conferring with agency West Coast executives on fall program plans.

SGT. T. H. MOORE Jr., formerly of the radio department of J. Walter Thompson, New York, has been appointed program director of all armed forces radio stations in the Southwest Pacific.

PATSY MURPHY, former continuity writer of CJBC Toronto, has joined the Toronto office of Young & Rubicam as head of the commercial copy staff.

PATSY KENT, former traffic manager for WDSU New Orleans, has joined Mel Washburn Radio Agency, New Orleans, as continuity and copy writer.

Join Olian

NEW ADDITIONS to the executive staff of Olian Adv. Co. were announced last week by Irwin A. Olian, part-owner of the agency. Joining the St. Louis office are Harold A. Thomas, former manager of packaged products for the Shell Oil Co.; Jean Sacks, former fashion advertising manager of the Famous Barr Co., St. Louis, and Betty Smith, former advertising manager of Jaccard's, St. Louis. Added to the Chicago office is Janet Jenkins McCoy, former fashion narrator, "Nancy Dixon" on the Cluett, Peabody program.

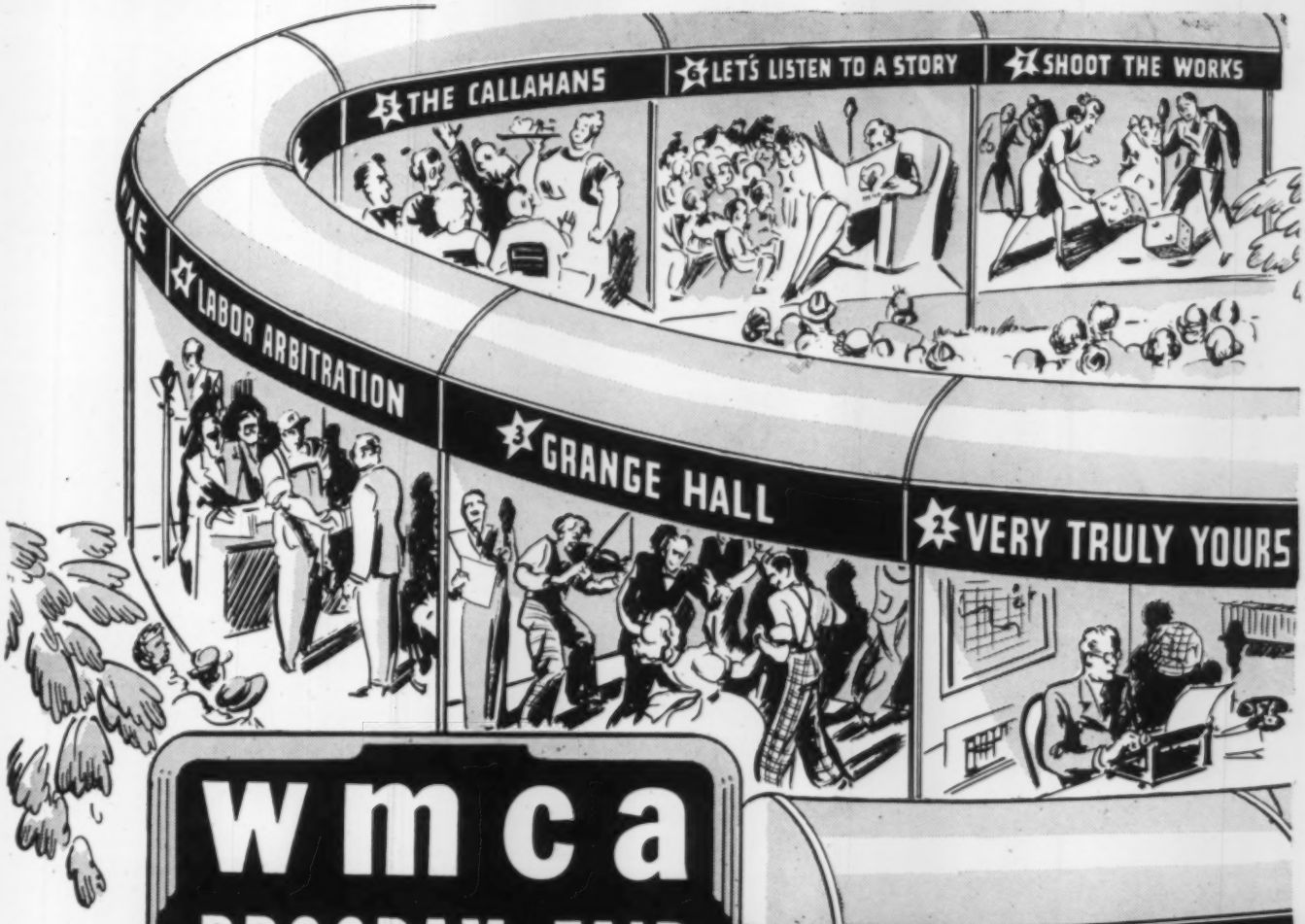
Fried Agency Opens

ADRIEL FRIED, former general manager of KLX Oakland, Cal., has organized his own advertising agency, located at 201 Easton Bldg., Oakland. Former agency and newspaper man, Mr. Fried has been in advertising work since 1931, following graduation from the U. of San Francisco, where he majored in journalism. Starting in 1935 he devoted fulltime to radio sales and production, working at a number of California stations.

New GE Plant

PURCHASE of 155 acres near Syracuse, N. Y., for the erection of a new plant to serve as headquarters for the Electronics Dept. of General Electric Co., was announced by Gerard Swope, GE president, at a dinner of the Syracuse Chamber of Commerce, Aug. 24.

5000 WATTS • DAY AND NIGHT
WJW
850
The Blue horizon in Northeastern Ohio, for advertisers with vision.
BASIC BLUE FOR CLEVELAND
Represented Nationally by HEADLEY-REED CO.



wmca
PROGRAM FAIR

1 **RE-UNITE US, PLEASE**—Through broadcast appeals, this program actually locates missing friends, relatives, loved ones of servicemen. "Brings untold happiness" . . . "tremendous service" . . . "a godsend", say officials. Considered New York's most outstanding radio service. 2:03 to 3:00 p.m. Sundays.

2 **VERY TRULY YOURS**—Norman Jay, popular commentator, whose pertinent broadcast letters to world personalities bring critical events into sharp focus. A highly significant news show! 9:30 to 9:45 p.m., Monday, Wednesday, Friday.

3 **GRANGE HALL**—Popular square dances, starring Ed Durlacher, noted "caller", and the "Top-Hands". Western songs by Elton Britt. Listeners invited to dance at home! An hour's fun and music for entire family. 9:30 to 10:30 p.m. Saturdays.

4 **LABOR ARBITRATION**—Real-life labor and business disputes settled by Samuel R. Zack and group of prominent business men. Alive with human interest since jobs and careers are affected by the board's decisions. 9:03 to 10:00 p.m. Sundays.

5 **THE CALLAHANS**—New comedy riot! Zany radio boarding house with daffiest gang of ex-vaudevillians ever gathered under a mortgaged roof. Clever story plot, professional cast, good incidental music. 9:30 to 10:00 p.m. Tuesdays.

6 **LET'S LISTEN TO A STORY**—Welcome children's program based on ageless story-telling technique. Jane Evans pinch-hits for busy parents by narrating famous juvenile tales. No blood-and-thunder! Recommended by the United Parents Associations. 9:03 to 9:30 a.m. Sunday mornings.

7 **SHOOT THE WORKS**—Roll dem bones! Jumbo dice star in the year's most unusual quiz show. Funny to watch, funnier to hear. Plenty of smart patter, questions and music. Complete package. 9:03 to 9:30 p.m. Saturdays.

TED HYDE

. . . If you're after seasoned radio ideas, better look into these top-notch attractions on the WMCA carnival of hit shows. They're primed for local sponsorship . . . ready for network launching. Transcriptions of recent broadcasts are yours for the listening. Just contact WMCA Sales Office, New York City, Circle 6-2200 or Weed and Company.

Radio Advertisers

METRO-GOLDWYN-MAYER, New York, early in September began sponsorship on WBZ-WBZA Boston-Springfield of a twice-weekly musical program featuring Vince Ladell, WBZ-WBZA singer. Contract is for 52 weeks. C. A. Briggs Co., Boston (cough drops), on Sept. 12 starts sponsorship for 26 weeks of Geoffrey Harwood, commentator, on a thrice-weekly 10-minute news program. C. P. Mueller & Co. (macaroni) on Sept. 4 for 52 weeks starts sponsorship of Marvin Behrens, commentator, in a thrice-weekly noontime news program.

GENERAL FOODS CORP., New York, coincident with shift of *The Thin Man* from NBC Friday, 8.30-9 p.m. to CBS Friday, same time, and change in products promoted, will transfer handling of the program from Benton & Bowles Inc., New York, to Young & Rubicam Inc., New York. Shifting from Post Toasties, GF will promote Grapenuts and Grapenuts Flakes on the major segment of the network, with announcements for Maxwell House Coffee handled by Benton & Bowles, west of Chicago.

MAGGI CO., New York, is expanding radio advertising with the addition of participating announcements on the *Yankee Kitchen* program on 14 Yankee stations starting Sept. 18 for bouillon cubes. Firm continues participations on WOR New York and WBZA Springfield, Mass., for seasoning and bouillon cubes. Agency is Needham & Grohmann, New York.

IGE Names Grant

INTERNATIONAL General Electric Co., New York, GE subsidiary, has named Grant Adv., New York, to handle its entire 1945 advertising program in Latin America. Grant already handles advertising for GE companies in Argentina, Cuba and Brazil. Radio will be among media to be used in an extensive drive stressing fluorescent lighting, and veering from emphasis on electronics institutional copy to straight selling of radio sets and other products.

REUNION IN CHICAGO reunites Nathan Lord (right), WAVE Louisville, and Harry Kopf, NBC vice-president, central division.

CHARLES E. HIRES Co., Philadelphia (root beer), has started *Heidt Time for Hires*, Blue network program, on CJBC Toronto. Account was placed by Sheldon, Quick & McElroy, New York.

COOK CLOTHING Co., Toronto (overcoats), on Sept. 15 started a transcribed series with Gordon Sinclair as narrator of Canadian historical events, on a number of Canadian stations. Account was placed direct.

F. W. FITCH Co., Toronto (hair tonic), has started spot announcements thrice weekly on 19 Canadian stations, while CKEY Toronto and CFCF Montreal will carry *The Fitch Bandwagon*. Account was placed by L. W. Ramsay Adv., Davenport.

YOUNG'S HATS, New York, starting Sept. 6 will use radio for the first time with sponsorship of Stan Lomax, WOR New York sportscaster, thrice weekly. Contract is for 52 weeks. Agency is Neff-Rogow, N. Y.

ILLINOIS COMMERCIAL Men's Assoc., Chicago, on Aug. 20 renewed *Nate Gross Town Tattler* for quarter-hour on WBBM Chicago, Sunday. Contract is for 52 weeks and was placed by L. W. Ramsey Adv., Chicago.

O-CEDAR Corp., Chicago, began sponsorship Aug. 21 for 13 weeks of one-minute spot announcements and participation shows on approximately 48 stations to advertise fall house cleaning schedule. Company in addition will sponsor spot announcements for 4 weeks introducing a $10,000 contest effective Sept. 18. Contracts placed by Aubrey, Moore & Wallace, Chicago.

ANDY LOTSHAW & Co., Chicago, on Sept. 9 will begin sponsorship for 50 weeks of a 5-minute news show, Saturday, and as of Aug. 20 renewed quarter-hour *John Harrington and the News* for 52 weeks on WBBM Chicago, Sunday. Contracts were placed by Arthur Meyerhoff Adv., Chicago.

GOLDENROD ICE CREAM Co., Chicago, renewed station break announcements, seven times weekly, on WBBM WMAQ Chicago Aug. 20. Contracts are for 52 weeks, through Goodkind, Joice & Morgan, Chicago.

FELTMAN & CURME Shoe Stores, Chicago, began sponsorship Aug. 29 of the quarter-hour *Air Adventures of Jimmie Allen*, Monday through Friday on WGN Chicago. Contract for 39 weeks was placed through Russel C. Comer Adv., Kansas City, Mo.

EUGENE L. STRASSER, formerly with Naz-Dar Co., Chicago, has joined National Brands, Chicago, as assistant and art director in the advertising department.

CANADIAN SHREDDED WHEAT Co., Niagara Falls, Ont. (cereal), on Sept. 18 starts *Today's Adventure*, five-minute transcribed program, six weekly on 13 Canadian stations. Account was placed by Cockfield Brown & Co., Toronto.

INTERNATIONAL HARVESTER Co. of Canada, Hamilton, Ont., has appointed Russell T. Kelley Ltd., Hamilton, as Canadian agency.

CANADIAN LACO LAMPS, Toronto, has appointed McConnell Eastman & Co., as agency.

ROBERT SIMPSON Co., Toronto (national department store), on Aug. 28 started *Simpson's Musical Clock*, two-hour early morning program, six-times weekly on CKEY Toronto, and *Woman's World*, ten minute news program, five-times weekly on CFRB Toronto. In September the company will start two other five-weekly programs, *Musical Nightcap*, on CFRB, and *Sunny and Sue*, juvenile program, on CJBC Toronto. Account was placed by Harry E. Foster Agencies, Toronto.

W. K. BUCKLEY Ltd., Toronto (proprietary), has started twice daily spot announcements on 50 Canadian stations as well as 6 weekly 10-minute programs on CKEY Toronto and two quarter-hour shows weekly on CFRB Toronto. On Oct. 1 quarter-hour shows will be started weekly on four more Canadian stations. Account was placed by Walsh Adv. Co., Toronto.

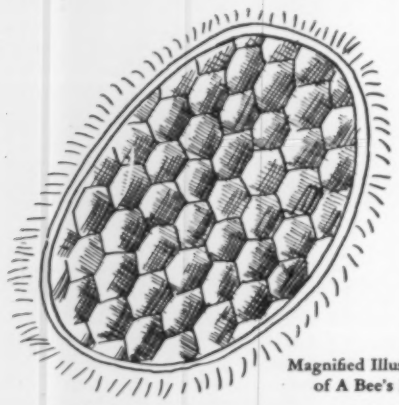
BITUMINOUS CASUALTY Co. Davenport, Ill., on Aug. 20 renewed for 52 weeks quarter-hour program *War Experts Answer*, Sunday, on WBBM Chicago. Agency is L. W. Ramsey Co., Chicago.

GASSMAN BROS., Chicago (department store), on Aug. 20 renewed quarter-hour news show featuring Robert F. Hurleigh, Sunday, on WBBM Chicago. Contract is for 52 weeks through Newby, Peron & Flitcraft Chicago.

CAPITOL DAIRY Co., Chicago on Aug. 22 renewed for 52 weeks *Musical Clock* quarter-hour show heard Tues.-Thurs.-Sat. over WBBM Chicago. Agency is Kuttner & Kuttner, Chicago.

EDWIN FUNK, formerly with National Oil Products Co., Harrison, N. J., has been named sales promotion and advertising manager of Sheffield Farms Co., New York, spot radio advertiser.

HUNT STROMBERG Productions, Hollywood, appointed Ruthrauff & Ryan to handle its advertising. Radio is said to be considered.



Magnified Illustration of A Bee's Eye

IN A BEE'S EYE

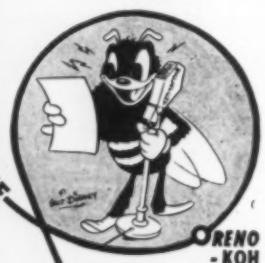
The power of extraordinary vision rests in a bee's eye because of the many combined segments that make up this wonderful orb.

The *Beeline* stations, operating as a group, combine to make this same principle work in bringing efficient broadcasting coverage to *California's rich Central Valley area* and *Western Nevada.* No other station or combination of stations can properly cover this area.

WHAT IS *The Beeline*

Not a regional network but a group of long-established key stations, each the favorite in its community... combined* on a new basis for National spot business.

*See McClatchy Beeline rate listing first under California in Standard Rate and Data



THE BEELINE

RENO - KOH
SACRAMENTO - KFBK
STOCKTON - KWG
FRESNO - KMJ
BAKERSFIELD - KERN

McClatchy Broadcasting Company
Sacramento, California

Paul H. RAYMER CO. National Representative

WDRC
HARTFORD 4 CONNECTICUT
WDRC—FM

ONE STOP or 26?

You can make 26 separate trips to cover the 26 towns in the Hartford Trading Area. Or you can eliminate non-essential traveling! WDRC covers the entire area at one low cost!

USE WDRC TO CONNECT IN CONNECTICUT

What is a Watt?

For that matter "What is 50,000 Watts?" We have 50,000 Watts, which is quite a lot of Watts as Watts go in radio. Quite a few other stations also have 50,000 Watts, but we like to think our 50,000 Watts are a special kind.

You see, some Watts, like robot bombs, are "directed" in their flight and go only in one direction. On the other hand, *our* Watts are unleashed freely and spread out in every direction, over a vast circular area. Besides delivering a signal of utmost strength throughout the entire Philadelphia area, WCAU gives a vast "plus" coverage. Residents of Brooklyn report that they hear WCAU clearly. Listeners in Maryland and Maine reply to WCAU premium offers.

The "free and unfettered" nature of WCAU's 50,000 Watts is one of the reasons why WCAU is Philadelphia's leading radio station.

WCAU *"Umbrella Coverage"*

CBS AFFILIATE

50,000 "Free Watts," surging out in a great tidal wave of Power in all Directions giving "Umbrella Coverage," over a Clear National Channel

PHILADELPHIA'S LEADING RADIO INSTITUTION

T. P. MANNION has been appointed advertising manager of the Skelly Oil Co. Kansas City, Mo.

GROVE LABS has signed a 26-week contract to sponsor thrice-weekly quarter-hour news program by John Gambling on WOR New York, beginning Sept. 12 in behalf of Grove Cold Tablets. Agency is Russell M. Seeds Co., Chicago.

STAHL-MEYER INC., New York, is placing advertising for meat products through Blaker Adv., New York, and will start twice-weekly sponsorship of Morgan Beatty on WEAF New York Oct. 3, continuing *Pure Food Hour* on WOR New York. Distribution is limited at present to the eastern area.

MOXIE CO., Roxbury, Mass., a spot radio advertiser, has appointed Kelly, Nason Inc. New York, to handle promotion for Moxie and Pureoxia beverages. Radio campaign plans are in formation.

BANK OF AMERICA, San Francisco (institutional), on Sept. 4 starts sponsoring a thrice-weekly, five-minute transcribed series, *Glamorous Yesterdays in Old California*, on 13 California stations. Based on true episodes in State history, program is written by Louise E. Taber. Station list includes KERN KXO KIEM KIDO KFBK KQW KTMS KWG KMJ KNX KMYC KPRO KFSD. Placement is through Charles R. Stuart Adv., San Francisco.

E. W. EDWARDS Department Store, Syracuse, starts its 13th year on the air Sept. 16 with the *Edwards Juvenile Hour* on WFBL, Syracuse.

PURITY BAKERY Corp., Chicago, on Sept. 11 begins sponsorship of *Record Reveille* over WGN Chicago, Monday through Saturday 7:45-8 a.m. (CWT). Contract is for 13 weeks, through Campbell-Mithun, Chicago.

OPPORTUNITY KNOCKS LOUDER
in Knoxville!

Sell America's New Industrial Frontier With

WROL

★ WROL primary area covers some of world's greatest industrial operations—TVA, CEW, ALCOA.

★ WROL for 14 years has been the home town station for Knoxville, now more than 200,000 population. Knoxville continues first in U. S. business activity according to Sales Management, and has topped all S-M High Spot Cities for seven consecutive months.

★ WROL's 620kc., low frequency coverage and 20 hour daily schedule offers greatest opportunity for national advertisers to reach this fabulous market.

WROL *Knoxville*
NBC FOR EAST TENNESSEE
JOHN BLAIR & COMPANY NATIONAL REPRESENTATIVES

CANADA'S AFFINITY for American radio is depicted in this group. (L to r) Joseph Hershey McGillvra, New York station representatives, William F. Craig, WLBC Muncie, Ind.; Guy Herbert, All-Canada Radio Facilities Ltd., Toronto; David Rosenblum, WISR Butler, Pa.; Arthur Evans, secretary-treasurer, Canadian Association of Broadcasters.

THE LAW stepped in to NAB the peach—or at least that's what some wag said when this group consorted. Seated (l to r) Paul F. Peter, NAB research director; Wilton E. Cobb, general manager, WMAZ Macon ("Doing a Peach of a Job in Georgia"); Ben S. Fisher, president, Federal Communications Commission Bar Assn. Standing (l to r) Red (Cross) Crowther, WMAZ; Ensign Everett E. Revercomb, USNR, NAB auditor on leave; Walter Graham, WMAZ; Robert T. Bartley, NAB.

WILBERT PRODUCTS Co., New York (floor polish), will sponsor a five-weekly quarter-hour program, *Todd Williams Local*, on WHN New York starting Oct. 2. Todd Williams, advertising and publicity manager of Broadcast Music Inc., N. Y. will conduct human interest type program. Duane Jones Co., N. Y. is agency.

LOUIS K. LIGGETT Co., Toronto, (chain drug stores), will start a quarter hour transcribed program *Doctors Courageous* on eight western Canadian stations. Account was placed by Ronalds Adv. Agency, Toronto.

H. W. LAY & Co., Atlanta (food products), has placed its account with Liller, Neal & Battle, Atlanta. Radio is said to be considered.

LUCKY AUTO Supply Stores, Los Angeles (chain), on Aug. 28 started sponsoring twice-weekly quarter-hour commentary, *Balter's Sports Book*, featuring Sam Balter, on KECA Los Angeles. Contract for 52 weeks placed through Hillman-Shane-Breyer, Los Angeles.

WESTHEIMER & CO., St. Louis advertising agency, made its first experimental venture into television Sept. 3 with the presentation of a half-hour program in behalf of International Shoe Co., St. Louis, Winthrop Shoe Division, on the DuMont station, WABD New York.

UP Radio Wire

ADDITION of 25 new clients for the United Press radio wire, bringing the total to over 600, was reported last week by A. F. Harrison, UP radio sales manager. New stations are: KOY KROY WNAB KID WJJD WWDC KFAB WKBB WFEC KMLB WFBR WJR WKPA WKNY WIBX WAKR WMOH KBWD KHTH KRBA KNET WHA WLBL KSO WTCN.

WFBL Fellowship

FIRST award of the WFBL Syracuse radio fellowship has been made to Ralph R. Williams of Atlanta, senior at Syracuse U. Under the plan, a fellowship is awarded to the best qualified Syracuse U. senior as a result of competition during the junior year.

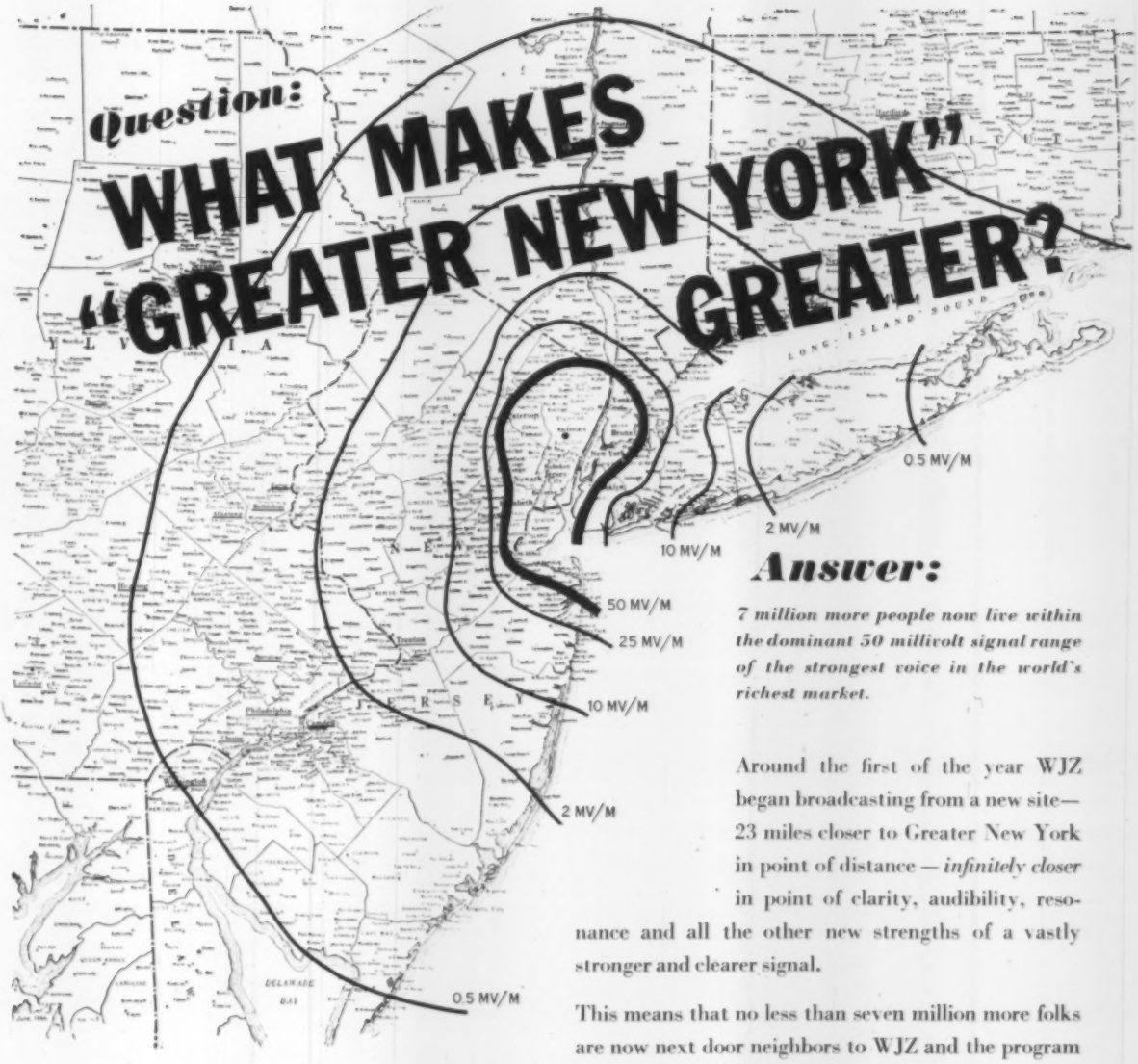
SIX more stations have contracted for the special AP radio wire through Press Assn. They are: WJEJ Hagerstown, Md.; WALL Middletown, N. Y.; WAYS Charlotte, N. C.; WGBR Goldsboro, N. C.; KVOP Plainview, Tex.; KSJC Sioux City, Ia.

BLUE NETWORK
WFMJ
YOUNGSTOWN, O.

28th
U. S. METROPOLITAN DIST.
MORE LISTENERS PER DOLLAR

Ask HEADLEY-REED

New York, Chicago, Detroit, Atlanta San Francisco



Question: WHAT MAKES "GREATER NEW YORK" GREATER?

Answer:

7 million more people now live within the dominant 50 millivolt signal range of the strongest voice in the world's richest market.

Around the first of the year WJZ began broadcasting from a new site—23 miles closer to Greater New York in point of distance — *infinitely closer* in point of clarity, audibility, resonance and all the other new strengths of a vastly stronger and clearer signal.

This means that no less than seven million more folks are now next door neighbors to WJZ and the program and sales messages you want to bring to their ears.

This increased audience is all included within the 50 millivolt signal of WJZ. There are millions more—11 millions more—within the range of WJZ's now-lusty voice—daytime and nighttime alike.

In terms of Hooper ratings, this adds up to a nice round, healthy increase for the first six months of 1944 compared to the first six months of 1943.

WJZ

Your strongest voice in the World's Richest Market

770 ON YOUR DIAL

KEY STATION OF THE BLUE NETWORK

IT TAKES a
200-in. Lense
to see whiskers on the
MOON!

IT TAKES A
50,000
watt station to
sell the Denver
market and the
Mountain and
Plain States
Region.

KOA is the famous NBC Station in Denver and the only station here with:

Power (50,000 watts)

Top NBC Programs

Coverage (7 states)

Listener Loyalty (69%)*

Dealer Preference (68.8%)**

*NBC Tale of 412 Cities
**Ross Federal Survey

FIRST IN DENVER
KOA
50,000 WATTS
Represented Nationally by NBC Spot Sales
NBC
America's No. 1 Network

CY SIGHED and Terry tarried for this one taken during the NAB Chicago War Conference: (left photo, l to r) Cy Langlois, Lang-Worth Inc., Marjorie Spriggs, publicity director, Massachusetts War Finance Committee; Haydn Evans, WTAQ Green Bay, Wis.; Hugh Terry, KLZ Denver. Visiting old haunts was Sherman Gregory, radio director of Schenley and former NBC and Westinghouse executive: Mr. Gregory, Gertrude Scanlan, O. W. Presbrey, and Frank Silvernail, BBDO.

AFRA Cleveland Meeting Stresses Welding Entertainers Into One Union

AMERICAN Federation of Radio Artists will present a united front on the revision of their contracts with networks for sustaining programs; with networks, advertising agencies and production companies for commercial programs; with transcription companies for recorded programs and with networks for staff contracts, following an agreement of terms and conditions among AFRA locals reached at the Union's annual national convention held Aug. 25-27 in Cleveland.

Elect Officers

Five sessions of the three-day meeting were devoted to this subject, one of the two major convention topics. The other, the proposal that AFRA and the other entertainment unions merge into a single body, was unanimously endorsed by the convention, which authorized its representatives to push the merger forward as rapidly as possible.

Lawrence Tibbett was reelected president for the fifth successive term, maximum permitted by the AFRA constitution. Other officers are: vice-presidents: Virginia Payne, Chicago (reelected); Ben Grauer, New York; John B. Hughes, Los Angeles; Gunnar Back, Washington; Ken Carpenter, Los Angeles (reelected). Recording secretary: Alex McKee, New York (reelected). National treasurer: George Heller (reelected). Emily Holt remains as national executive secretary under appointment of the Union's national board.

Among the 36 resolutions adopted by the convention are a plan cancelling any back dues owed by members now in the armed services, who will receive special membership cards keeping them in good standing until their reemployment; a request that all locals set up funds to aid in the rehabilitation of all members returning from the war, such as are already established in New York, Chicago and Los Angeles; appointment of a new standing committee on labor legislation, with a series of resolutions supporting pro-labor and condemning anti-labor laws, including support of the Miami local in its fight against the state amendment outlawing the closed shop in Florida; a series of resolutions condemning discriminatory labor practices. Convention also asked the legal department to supply a definition of "commercial programs" that would eliminate future misunderstandings.

Meetings on the revised national contracts to succeed present ones, all expiring Oct. 31, are expected to start the latter part of September, following the return to New York of Mrs. Holt, who is currently vacationing at Sea Island, Ga.

AFTC Show Moves

CHANGING time and expanding to 30 minutes, weekly program, *Soldiers With Wings*, on Blue stations, on Sept. 9 will shift from Thursday, 11:30-11:55 p.m. (EWT), with West Coast repeat, 9-9:25 p.m. (PWT), to Saturday, 6:30-7 p.m. (EWT), with West Coast repeat, 9-9:30 p.m. (PWT). Series originates from West Coast Air Forces Training Center, Santa Ana, Cal. Larry Robertson is network producer, with Sgt. Hal Gibney, announcer.

Chase & Sanborn Back

STANDARD BRANDS Inc., New York (Chase & Sanborn coffee), on Sept. 3 after a 13-week summer layoff resumed *Chase & Sanborn Show* on 135 NBC stations, Sunday, 8-8:30 p.m. (EWT). Series continues to feature Edgar Bergen who will introduce a new character, Effie Clinker. Ray Noble has been resigned as musical director. Judy Garland is scheduled guest star on initial broadcast. Vic McLeod heads writing staff comprising Alfred Johansen, Alan Smith, Bob Mosher. Bill Forman announces. Earl Ebi is assigned producer for J. Walter Thompson Co., agency servicing foods account.

Travel Request

THE FCC and the Board of War Communications have been added to the list of Government departments and agencies complying with the Office of Defense Transportation's request for curtailment of travel to conventions. The agencies are asked to restrain officials and employes from attending conventions requiring inter-city travel.

Don Lee Adds Two

EFFECTIVE Sept. 1, KUJ Walla Walla, Wash., and KRLC Lewiston, Ida., joined Don Lee Broadcasting System, Hollywood, bringing network outlets total to 38 stations. Owned by KUJ Inc., KUJ operates on 1420 kc with 1000 w. Owned by H. E. Studebaker, KRLC operates on 1400 kc with 250 w.

A Proven Sales Medium

WBNX broadcasts daily to Metropolitan New York's racial groups which comprise 70% of the population. These millions, with millions to spend, have their own churches, newspapers and radio stations. They respond to WBNX programming and public service, the reason why many of the country's largest advertisers today are using WBNX consistently. If your products are merchandised in Greater New York, WBNX should be on your list. Write WBNX, New York 51, N. Y. for availabilities. Or call Melrose 5-0333.

IN WBNX SERVICE AREA THERE ARE:
2,450,000 Jewish Speaking Persons
1,522,946 Italian Speaking Persons
1,236,758 German Speaking Persons
661,170 Polish Speaking Persons
200,000 Spanish Speaking Persons

WBNX
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

Quality in Quantity

Building a quality product calls for skilled engineering, superior materials and extra-fine craftsmanship. Building a quality product *in quantity* calls for all these things, plus a plant laid out and organized for maximum production efficiency. The streamlined and efficient assembly lines which have poured forth unrevealable numbers of the SCR 299 and 399 Mobile Radio Stations, Mine Detectors, Aircraft Radio Receivers and transmitters and other equipment are International Detrola's promise of great quantities of the best in radio, television and electronics for a world at peace.

Most of the many hundreds of Detrola Radio Division workers are women, working under most modern conditions. Shown is one assembly line in the main building.

Buy War Bonds—and Keep Them

DETROLA RADIO

DIVISION OF INTERNATIONAL DETROLA CORPORATION • BEARD AT CHATFIELD, DETROIT 8, MICH.

C. RUSSELL FELDMANN PRESIDENT

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KDKA Pittsburgh

Scholl Mfg. Co., Chicago (foot powder), 2 *sa* weekly, thru Donahue & Coe, N. Y.
Procter & Gamble, Cincinnati (Duz), 5 *sa* weekly, 26 weeks, thru Compton Adv., N. Y.
Curtiss Publishing Co., Philadelphia (*Saturday Evening Post*), *sa* weekly, 52 weeks, thru MacFarland, Aveyard Co., N. Y.
Carter Products, New York (Little Liver Pills), 7 *sa* weekly, 52 weeks, thru Ted Bates Inc., N. Y.
Swift & Co., Chicago (Sunbrite), 3 *sa* weekly, thru Needham, Louis & Brorby, Chicago.
American Chicle Co., New York (gum), *sa* , weekly, thru Badger, Browning & Hersey, N. Y.
RKO Pictures, Pittsburgh ("Up In Arms"), *sa*, direct.
United Wallpaper Co., Chicago (wallpaper), 5 *sa* weekly, 52 weeks, thru MacFarland, Aveyard Co., N. Y.
Rockwood & Co., Brooklyn, N. Y. (Chocolate bits), 2 *sa* weekly, 13 weeks, thru Federal Adv., N. Y.
Marlin Firearms Co., New Haven, Conn. (Marlin blades), *sa* weekly, 13 weeks, thru Craven & Hedrick, N. Y.
Campbell & Woods Co., Pittsburgh (Breakfast Cheer Coffee), *sp* weekly, 26 weeks, thru Wiltman & Pratt, Pittsburgh.

WJJD Chicago

Quaker Stretcher Co., Kenosha, Wis., 5 *t* weekly, 52 weeks, thru United Broadcasting, Chicago.
RKO Pictures, Chicago, 26 *sa* weekly, 6 *ta* weekly, direct.
Willard Tablet Co., Chicago, 6 *t* weekly, 52 weeks, thru First United Broadcasters, Chicago.
Crowell-Collier Publishing Co., New York, 4 *sa* weekly, Arthur Kudner Inc., N. Y.

CFRB Toronto

Wm. H. Comstock Co., Brockville, Ont. (proprietary) *sp* weekly, thru Jack Murray Ltd., Toronto.
Roberts Biological Laboratory, Toronto (medicinal) 3 *t* weekly, thru MacLaren Adv. Co., Toronto.

WHO Des Moines

Skinner Mfg. Co., Omaha (Raisin Bran), 2 *ta* weekly, 52 weeks, thru Bruce B. Brewer & Co., Kansas City.
Oelwein Chemical Co., Oelwein, Ia. (Occo Feeds), 2 *sp* weekly, 52 weeks, thru Cary-Ainsworth Co., Des Moines.
Thompson Hybrid Co., Belmond, Ia. (Hybrid Corn), *ne* weekly, 52 weeks, thru Cary-Ainsworth Co., Des Moines.
Iowa Packing Co., Des Moines (Old Homestead Meat products), 3 *ne* weekly, 52 weeks, thru Blackmore Co., Des Moines.
Hulman & Co., Terre Haute, Ind. (Clabber Girl), 4 *sa* weekly, 52 weeks, thru Pollyea Adv. Co., Terre Haute.
Johnson & Johnson, New Brunswick, N. J. (baby powder), 5 *ta* weekly, 13 weeks, thru Young & Rubicam, N. Y.
Tidy House Products Co., Des Moines (cleaners & polishes), 3 *sa* weekly, 52 weeks, thru Cary-Ainsworth Co., Des Moines.
Lambert Pharmacal Co., St. Louis (Listerine toothpaste), *sp* weekly, 52 weeks, thru Lambert & Feasley, N. Y.

WPDQ Jacksonville, Fla.

Miss Swank Slips, New York City, *t* weekly, 13 weeks, thru Herschon-Garfield, N. Y.
Southern Bell Telephone & Telegraph Co., Atlanta, 5 *sa* weekly, 52 weeks, thru Tucker Wayne Co., Atlanta.
United Wallpaper Factories, Chicago, (Trimz), 5 *sa* weekly, 52 weeks, thru McFarland, Aveyard, Chicago.

KYA San Francisco

Bu-Tay Products, Los Angeles (soap), 6 *sa* weekly, thru Glasser-Gailey, Los Angeles.
Foster-Milburn Co., Buffalo (Doan's pills), 5 *ta* weekly, thru Street & Finney, N. Y.
Ben Hur Products, San Francisco (coffee), 5 *ne* weekly, thru Foote, Cone & Belding, San Francisco.

WLS Chicago

Chris Hansen Lab., Little Falls, N. Y., 5 *sa* weekly, 13 weeks, thru Mitchell-Faust Adv., Chicago.
Histex Corp., Chicago, 15 *sa* weekly, thru Roche, Williams & Cleary, Chicago.
Aready Farms Milling Co., Chicago, 3 *ne* weekly, 52 weeks, thru Presba, Fellers & Presba, Chicago.

KHJ Hollywood

Scudder Food Products, Monterey Park, Cal. (food products), 5 *sa* weekly, 52 weeks, thru Davis & Beaven Adv., Los Angeles.

WLBJ Bowling Green, Ky.

Cat's Paw Rubber Co., Baltimore (rubber heels & soles), 6 *ta* weekly, 52 weeks, thru S. A. Levyne Co., Baltimore.
Plough Inc., Memphis (Mexsana, St. Joseph Aspirin), 18 *ta* weekly, thru Lake-Spiro-Shurman, Memphis.
Pepsi-Cola Bottling Co., Long Island City, N. Y., 20 *ta* weekly, 52 weeks, thru Newell-Emmett Co., N. Y.
Stantack Co., Salisbury, N. C., 6 *ta* weekly, 52 weeks, thru J. Carson Brantley Adv. Agency, Salisbury, N. C.
Mid-Continent Petroleum Corp., Tulsa, 6 *ne* weekly, 52 weeks, thru R. J. Potts Co., Kansas City.
Kellogg Sales Co., Cincinnati, 5 *t* weekly, 39 weeks, direct.
B. C. Remedy Co., Durham, N. C. (B. C. headache powders), 7 *ta* weekly, 52 weeks, thru Harvey-Massengale Co., Durham.
Gattis Chemical Co., Nashville, 6 *sa* weekly, direct.
Miles Labs, Elkhart, Ind. (Alka Seltzer), 4 *t* weekly, 52 weeks, thru Wade Adv., Chicago.
Miles Labs, Elkhart, Ind. (Nervine & Anti-pain pills), 5 *ta* weekly, 52 weeks, thru Wade. Adv., Chicago.
DeKalb Agricultural Assn., DeKalb, Ill., DeKalb Hybrid Corn), 5 *sp* weekly, 13 weeks, thru Western Adv. Agency, Chicago.
Pioneer Hi-Bred Corn Co., Des Moines (Hi-Bred Corn), 3 *sa* weekly, thru Compton Adv., N. Y.
Field Packing Co., Bowling Green, Ky. (Chesterfield hams and lard), 5 *ne*, *sa* weekly, thru M. R. Kopmeyer Co., Louisville.

WOAI San Antonio

Musterole Co., Cleveland, *t*, thru Erwin Wasey & Co., N. Y.
Cook Paint & Varnish Co., Kansas City, *t* thru Bruce B. Brewer Co., Kansas City.
Seeck & Kade, New York (Pertussin), *t*, 26 weeks, thru Erwin Wasey & Co., N. Y.
Chattanooga, Medicine Co., Chattanooga, *sp*, 13 weeks, thru Nelson Chesman Co., Chattanooga.
Consolidated Royal Chemical Corp., Chicago, *sp*, 26 weeks, thru O'Neil, Larson & McMahon, Chicago.
O'Cedar Corp., Chicago (Perma Moth), *sa*, thru Aubrey, Moore & Wallace, Chicago.
Wildroot Co., Buffalo (shampoo & hair oil), *sp*, 52 weeks, thru BBDO, N. Y.

KGO San Francisco

Newspaper Institute of America, N. Y., 2 *ne* weekly, 5 *sa* weekly, 52 weeks, thru Kaplan, Siesel & Bruck, N. Y.
Wildroot Co., Buffalo, 6 *sa* weekly, 52 weeks, thru BBDO, N. Y.

PUREPAC EXPANDS RADIO SCHEDULES

PUREPAC Corp., New York, manufacturer of over 300 drug products, which is embarking on a policy of continued expansion of radio advertising, is increasing its spot radio schedule the middle of September, and is considering a network program.

If the New York schedule goes through as planned, Purepac plans to have approximately 125 live spot announcements weekly on the air on WHN WJZ WOR WMCA and another independent station beginning around Sept. 17, in addition to news programs, many to be added at a later date. Firm has signed a 26-week contract with WHN New York effective in October for sponsorship of Sidney Walter, news analyst, on a six-times weekly quarter-hour basis, and in addition has taken five five-minute newscasts daily on a six-times weekly basis, and spot announcements.

Purepac will devote commercials to Flemex cough medicine with tieins for some of its vitamin products. Radio "signature" will be a cough followed by the announcement: "Pardon Me! That's the sign it's Flemex time." There will also be institutional copy on the romance of the drug industry, highlighting the service of the pharmacist in the community and telling the history of vitamins.

Purepac has appointed Kent Adv., New York, as agency.

WALL to Davis

ACQUISITION OF controlling interest in WALL Middletown, N. Y., from Martin and L. C. Karig Sr. by John Morgan Davis, attorney of Philadelphia who recently became general counsel in charge of labor relations of the NAB, is provided in a contract entered last week subject to FCC approval. The transaction is understood to involve $30,000 to be paid by Mr. Davis to the Karigs, for 60% of the stock with the balance of the stock to be held by the Karigs. Martin Karig Jr., would remain with the station in an executive technical capacity. Mr. Davis is vice-president and general counsel of WIBG Philadelphia but holds no interest in the station. WALL operates on 1340 kc with 250 w.

General Foods Plans

GENERAL Foods Sales Co., New York, on Aug. 31 returned the NBC *Maxwell House Coffee Time* to its regular spot, Thursdays, 8-30 p.m. with Frank Morgan as featured star. *Those We Love*, now in that period, shifts to Sunday, 2-2:30 p. m. on NBC. Minus Fanie Brice (Baby Snooks), who this fall starts her own General Foods program Sunday evenings on CBS, Mr. Morgan will carry the half-hour variety show with Hollywood stars as guests. Agency handling the account is Benton & Bowles, New York.

Tobacco Net Signs Two

TWO NEW accounts, American Cyanamid Co. and Wildroot Co., have been signed by Tobacco Network, regional North Carolina hookup. American Cyanamid has a thrice-weekly agricultural news program. Wildroot Co. sponsors three quarter-hour newscasts.

SALUTE TO PEORIAREA *Farmers*

From dawn to dusk, through weather fair or foul, the Peoriarea Farm Army goes unwaveringly about its job of food production. A well-fed army fights better. A well-fed worker works better. Peoriarea farmers fight for freedom through production of grain, livestock and other farm commodities.

NO RECONVERSION IN PEORIAREA

Like Peoria industry, Peoriarea agriculture is diversified. And like the products of Peoriarea factories, the produce of Peoriarea farms is the same in war or peace.

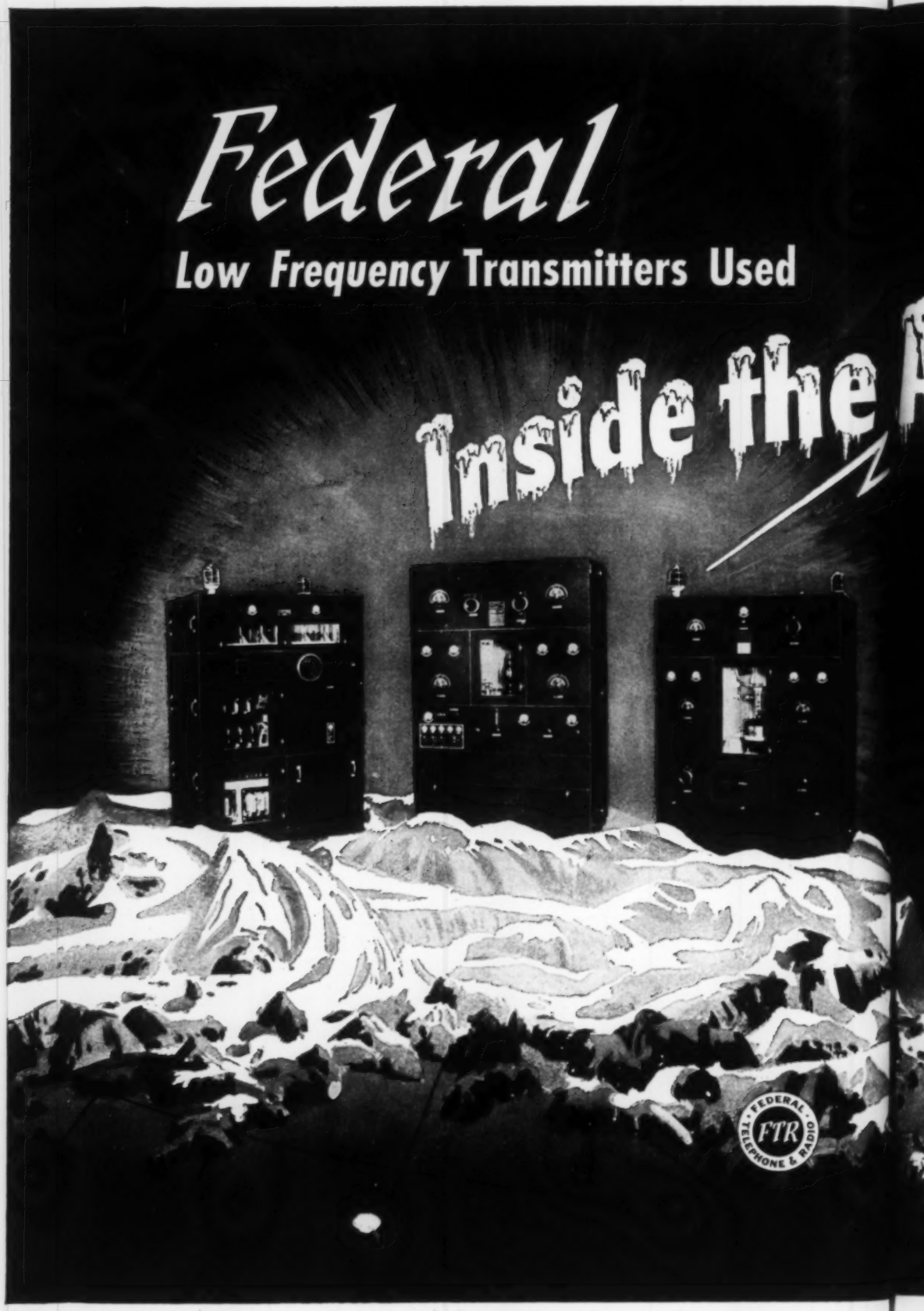
Farm prosperity is important in making Peoriarea an outstanding market now and a better market when the war is won. Manufacturers who cultivate this rich thriving market *now* will continue to realize substantial returns on investment. Peoriarea's future is bright.

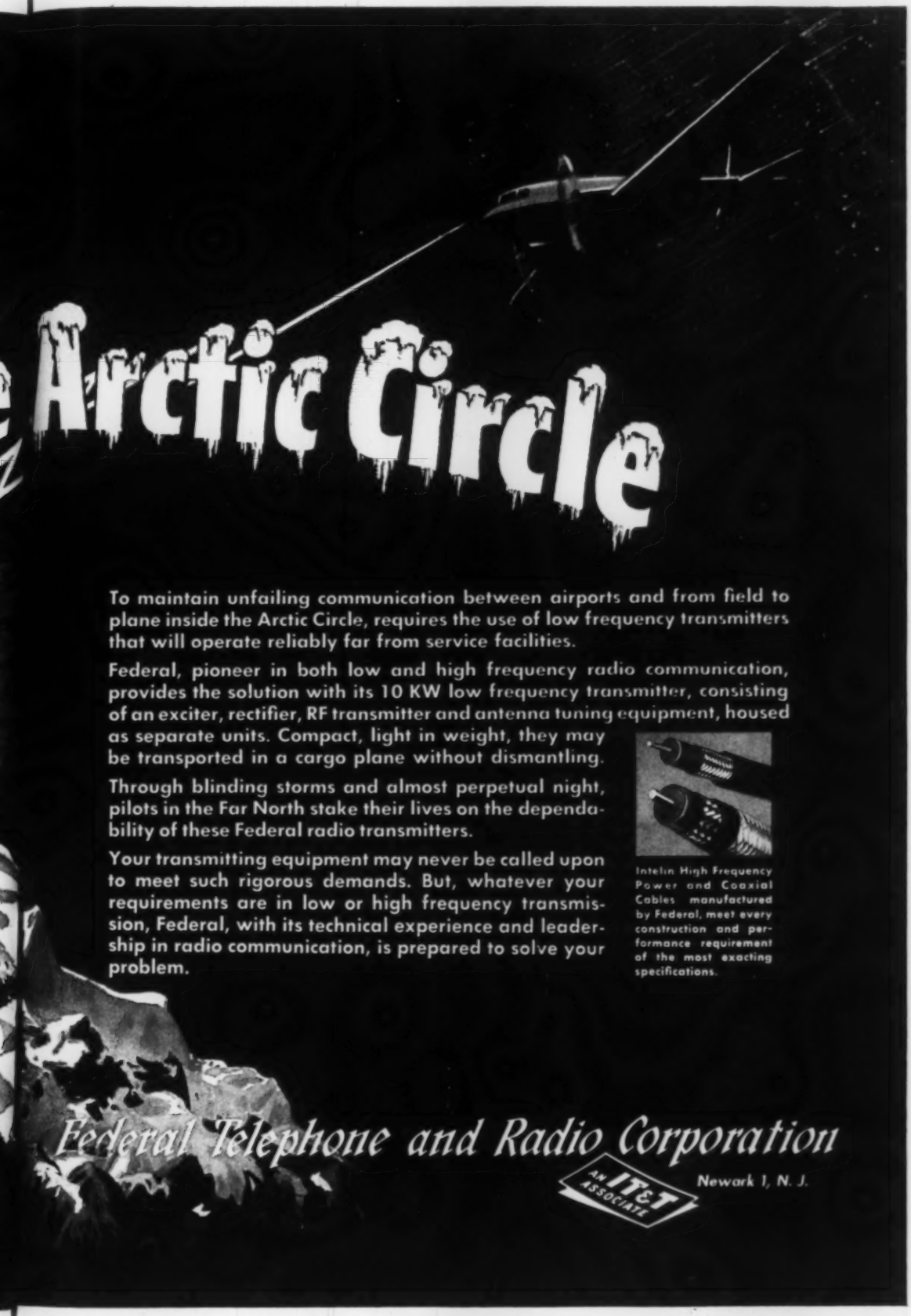
WMBD blankets rich, responsive Peoriarea—one medium, one low cost—*complete* coverage.

FREE & PETERS
National Representatives

WMBD

PEORIA BROADCASTING CO.
PEORIA 2, ILLINOIS


Federal
Low Frequency Transmitters Used
Inside the
FEDERAL TELEPHONE & RADIO
FTR



To maintain unfailing communication between airports and from field to plane inside the Arctic Circle, requires the use of low frequency transmitters that will operate reliably far from service facilities.

Federal, pioneer in both low and high frequency radio communication, provides the solution with its 10 KW low frequency transmitter, consisting of an exciter, rectifier, RF transmitter and antenna tuning equipment, housed as separate units. Compact, light in weight, they may be transported in a cargo plane without dismantling.

Through blinding storms and almost perpetual night, pilots in the Far North stake their lives on the dependability of these Federal radio transmitters.

Your transmitting equipment may never be called upon to meet such rigorous demands. But, whatever your requirements are in low or high frequency transmission, Federal, with its technical experience and leadership in radio communication, is prepared to solve your problem.

Intelin High Frequency Power and Coaxial Cables manufactured by Federal, meet every construction and performance requirement of the most exacting specifications.

Federal Telephone and Radio Corporation

AN IT&T ASSOCIATE

Newark 1, N. J.

first

WITH A WOMAN'S PROGRAM THAT HAS GENERAL APPEAL...

Nancy Osgood

Good cook or sportswoman . . young mother or spinster . . Nancy's daily program holds them all. And even men!

BUT, THIS IS THE USUAL STORY FOR WRC, FIRST CONTINUOUSLY SINCE 1923.....

WRC

REPRESENTED BY NBC SPOT SALES

Washington

Coe Says Service Is Bulwark Against Government Control

Movie Official Urges Closer Station-Civic Relations; Deplores 'Commercial Greed'

AS LONG AS radio steadily strives to achieve its highest potentialities and as long as the public is aware of industry efforts in that direction, radio will receive a favorable public opinion which will serve as an effective bulwark against Government control, Charles Francis (Sockey) Coe, vice-president and general counsel, Motion Picture Producers and Distributors of America, told the NAB Executives War Conference at the General Session last Tuesday.

The public will turn against radio "only when radio ceases to perform for it in a measure reasonably close to its potential, Mr. Coe declared. It will "also turn against any force which would assault radio, so long as radio performs in that manner.

Hits 'Commercial Greed'

"Don't worry about 'a fickle public'," he added. "Let your worry be given to the merit of your performance. That is the best public relations."

Citing his experience in the motion picture industry that "the surest and quickest way to empty theatres is to put propaganda on the screen," Mr. Coe expressed the opinion that the "over-commercializing" of programs would have an equivalent effect on radio. The advertiser who insists on more and more commercial time," he said, "will find that his greed is turning out a large, and perhaps the most discerning, portion of the audience he pays for."

Mr. Coe advocated a closer relationship between station operators and their respective communities. Theirs is a high responsibility, he said, and the more active they can be in the civic welfare the more radio, as such, "comes to a treasured and assured place in the public esteem.

"Everyone will admit," he continued, "that the community without radio is unlighted in the modern sense. No matter how much world and nationwide service reaches into every nook of the land, there is ever the desire for local color, local news, local community life. There is begging opportunity for every local station to serve abundantly.

"The local radio station has a very definite part to play in local forums, sports events, educational and charitable events, drives, inspirational helpfulness, as well as in its normal functions. Every local station has the opportunity of being a local clearing house for civic betterment. Every station operator has the genuine chance to meet with community leaders, fit into their plans, move hand in hand with them in the effectuation of community purposes. . . . Radio must be indispensable to modern life, no matter where that life is lived. To have it so is excellent public relations."

Sees Radio-Press Cooperation

The end of the war, in Mr. Coe's opinion, will bring to radio its "greatest triumph," and will bring balance and cohesion in keeping with the "dignity and power" of the medium. In the conversion to peacetime economy, radio will coordinate its facilities to guide the nation back to normal activity. It will "befriend the masses as it never has before" and the masses will turn more and more to radio.

Mr. Coe foresees a close working together of the "two mighty mediums" of radio and the press in the postwar future. He urged station operators to cement their relations with the press. "Broadcasting," he said, "does not harm the printed word. It supplements it. All the broadcasting in the world never will turn me from my daily newspaper. That would be like working with one hand. No newspaper will keep me from my radio. The two are compensatory."

Mr. Coe welcomed the advent of television "as a new feature in the vast industry of entertainment and education," and added: "I think I am safe in saying that if television is to bring about a wedding between certain motion picture and radio functions, each can be a proud and happy spouse."

The public, he warned, will be "entirely tolerant" of errors which attend the incipient stages of television but "it does not want television, radio, motion pictures or any other medium so vital to its welfare, retarded by internal squabbling over trade practices. . . ".

IT'S WINCHARGER TOWERS
From MAINE to CALIFORNIA
Wincharger Towers are promoting better broadcasting all the way from Maine to California . . . in all types of stations. And while their strong coverage insures better listening . . . and a bigger audience . . . they actually cost less, both in initial cost and upkeep. Slender . . . with uniform cross section for ideal radiation they please everyone . . . from the style-minded sales force—thru the efficiency-minded engineer—to the profit-minded manager.
Write or Wire for Complete Information.
ARMY E NAVY
Bonds for VICTORY
Makers of
WINCHARGER FARM ELECTRIC SYSTEMS
WINCO DYNAMOTORS
WINCHARGER VERTICAL RADIATORS
IMMEDIATELY AVAILABLE on SUITABLE PR
WINCHARGER VERTICAL RADIATORS AND ANTENNA TOWERS
WINCHARGER CORPORATION
SIOUX CITY, IOWA

What is a Watt?

See Page 57

WMOH in Hamilton, O. Takes the Air on 1450

WMOH in Hamilton, O., went on the air for the first time last Tuesday at 2 p.m., with 250 w on 1450 kc. The station is located in the Second National Bank Bldg. The staff of 18 will keep the station on the air 17 hours a day, from 6 a.m. until 11 p.m. except Sundays when air time will be 7 a.m. to 11 p.m.

Don Ioset, formerly executive director of WIND Chicago and for 10 years with Fort Industry Co., Chicago, is executive director of WMOH. Herbert G. Pabst is president; John C. Slade, vice-president and general manager; Robert P. Pabst, secretary-treasurer; J. E. Humbach, chairman of the board of directors.

The staff includes: Robin Thomas, program director; Mrs. Luella Engel farm program director; Joseph E. True, commercial and promotion manager; W. Don Urton, commercial dept.; Mrs. Edwin Below, continuity. Announcers are Paul Henson, Robert Furginson, Sam Steiger, Wallace Stern, Elmer Hinkle. Andrew Bruck is chief engineer, with Robert Kitchener, Mrs. Jean Gwaltney, Jean Merrill and Anne Campbell on the engineering staff.

Blackley WSVA Interest Is Acquired by Allman

APPLICATION was filed with the FCC last week for acquisition of control of Shenandoah Valley Broadcasting Corp., licensee of WSVA Harrisonburg, Va., by Frederick L. Allman, president, through purchase of 50 shares common stock (16.66%) from Charles P. Blackley for $7,000. Mr. Blackley wishes to devote full time to the development of the new standard station at Staunton, Va., for which he has filed application, it was stated. Mr. Allman now holds 105 shares common stock (35%) in WSVA.

Filing was also made last week of the application for the "duopoly" sale of WMPS Memphis by Memphis Pub. Co. to Plough Inc. [BROADCASTING, July 17]. Consideration is $350,000. Memphis Pub. Co. also owns and operates WMC Memphis, through Memphis Broadcasting Co., licensee of both stations.

NBC Conversion Plan

WILLIAM F. BROOKS, director of news and special events of NBC, last week announced creation of a special news staff to cover major news of the nation's reconversion to peacetime economy. NBC reporters comprising the staff include Don Goddard, New York; Richard Harkness and Morgan Beatty, Washington, and Louis P. Lochner, Hollywood. Network plans a series of special broadcasts by the four in the near future.

My-T-Fine Contracts

PENICK & FORD, New York, in lining up a fall campaign for My-T-Fine desserts, has signed 52-week contracts with WJZ New York and WMAL Washington for six transcribed chain breaks weekly. A number of stations will be added according to BBDO, New York, agency in charge.

ARE YOU A BROOKLYN "DODGER"?

Don't "dodge" Brooklyn! — Make a "homerun." With WBYN as your bat you're bound to hit a "homer" every time you broadcast. We mean you reach all the family. WBYN gets them by the ear with its practical "minute programming."

Don't dodge Brooklyn's major coverage solution. WBYN is Brooklyn's only full- time radio station. Brooklyn is too big not to be covered individually. Its three million population is greater than Boston, Los Angeles and even Philadelphia . . . And as added coverage WBYN reaches out to all the other Boroughs, too.

WHY IS "MINUTE PROGRAMMING" SO POPULAR?

Because of the minute spotting of A.P. and I.N.S. war news—exclusive racing results —late sports—local news between pleasant music all day long.

YES, WBYN, TELLS ITS STORY TO ALL NEW YORKERS IN A BIG WAY

On the sports and radio pages of daily papers WBYN tells its "Minute Station" story daily through its ads.

For Availabilities:

WM. NORINS, Gen. Mgr., WBYN, 1 Nevins Street, Brooklyn, N. Y.

Write for our 1944 Brochure! You'll be surprised at the coverage per dollar!

THE MINUTE STATION

WBYN

BROOKLYN'S ONLY FULL-TIME RADIO STATION

new survey
shows
over 50% of
Noontime Listeners
tuned to
kglo

IN THE "HEARTLAND" KGLO listenership outranks all other stations combined, at noon every day, according to the recent Robert S. Conlan survey.

YES SIR . . . we have the listeners, and we know we can sell your products to these folks in the "Heartland" of America. Farmers here are working and spending towards their greatest production year. Thousands of workers are bringing home overtime pay from packing plants, hemp mills, corn, soybean and sugar beet processing plants.

You'll start sales rolling when you buy KGLO.

FREE—A copy of this complete "Study of Listening Habits — Mason City, Iowa Area", will be sent on request. Write KGLO or ask any Weed & Company man.

Dip into
THE Pork Barrel MARKET

kglo
5000 Watts 1300 K.C.

MASON CITY, IOWA
F. C. Eighmey, Gen. Mgr.
CBS Affiliate

WEED & COMPANY, Rep.

Craven Sees 10-Year Growing Period

New Services Depend On Coordinated Cooperation

PREDICTING an evolutionary development of 10 years before the new broadcast services—FM, television, facsimile and related radio relays—become full blown, T. A. M. Craven, vice-president of Iowa Broadcasting Co., in a keynote address before the NAB Executive War Conference in Chicago last Tuesday called for "coordinated cooperation" between Government, radio manufacturers and broadcasters to achieve sound postwar development.

The former FCC member, depicting both the opportunities and problems confronting radio immediately after the war, pointed to the technical developments stimulated by the conflict which will have a "profound effect upon the entire radio broadcasting industry."

Cites Future Course

After propounding questions which had arisen among broadcasters because of contradictory views as to development of postwar radio, Comdr. Craven said that the questions were not susceptible of precise answers. In attempting to estimate the situation, he said, at least five distinct groups are involved in the ultimate decision. He enumerated these as the public, which must purchase receivers in sufficient quantities to justify advertisers' support of the new media; the radio manufacturer, who must have receivers of standard design in sufficient quantities and at prices which will attract the public; the broadcaster, who must employ the personnel, install the necessary equipment and underwrite the investment; fourth, the advertiser; and last, the Government, which must recognize the economics in such a way as to encourage private industry in entering these fields.

Comdr. Craven predicted each of the five essential participants would do his part in the coordinated development, though risks must be taken. He deprecated past lack of cooperation between the manufacturer and the broadcaster.

Advertising support will come to these new radio media when sufficient numbers of modern transmitters are linked to render service on a national as well as regional and local scales with program services which meet the public approval, Comdr. Craven asserted. But the media first must earn general public acceptance, he added.

MR. CRAVEN

The broadcaster, he declared, will either modernize his facilities by entering these new fields "or he will cease to broadcast to the public in the future. Newcomers will take the place of a non-progressive broadcaster. The history of all technological development should convince us that this is an axiom. Therefore, all progressive broadcasters will decide to go ahead. Their only question is how and when."

Urges Caution

There should be resolved as quickly as possible differences of engineering opinion as to FM and television, Comdr. Craven urged, so that construction and operation can proceed without delay. If war developments make high definition color television very imminent, he declared, "we should resolve that question by either moving the present band in its entirety to another portion of the spectrum, or we should expand the present FM band considerably to overcome potential poor results from the standpoint of interference. One of these courses should be decided upon before it is

A 50,000 watt audience at a 250 watt rate

C. E. HOOPER April-May, 1944

TAKE A LOOK AT THE RECORD that's all we ask!

	A	WGRC	B	C
MORNING INDEX MON. THRU FRI. 8:00 – 12:00 A.M.	14.2	28.1	33.7	24.0
AFTERNOON INDEX MON. THRU FRI. 12:00 – 6:00 P.M.	28.9	27.6	25.1	17.5
SUN. THRU SAT. EVENING INDEX 6:00 – 10:00 P.M.	40.6	12.6	36.7	9.7

WGRC Mutual

LOUISVILLE'S TRADING AREA = 47% OF KENTUCKY'S POPULATION = 57% OF ITS BUYING POWER

BURN-SMITH • National Representatives

In Southern New England People are in the Habit of Listening to WTIC

WTIC 50,000 WATTS

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation • Member of NBC and New England Regional Network • Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood

too late, lest we lose the potential advantages of FM."

While advocating speedy action, Comdr. Craven admonished broadcasters not to be "too impetuous, lest capital be wasted". It seems opportune, he said, to formulate plans and make decisions as to how and when to execute them, but this does not mean there should be such haste as to "stampede the Commission with applications for new stations".

"I believe that, as an industry, we should make a basic decision to go ahead. Individually, after committing ourselves to the basic principle, we can proceed as soon as the economics of the local situation justify positive action. We should make the basic decision today because the solution of the radio problem itself constitutes one of the many steps necessary to solve the vast social and economic problems which will arise in the post-war era.

"Specifically, let us agree to provide as soon as possible, the best radio broadcasting service which modern inventions make possible," said Comdr. Craven. "Let us determine to go ahead both boldly and wisely. However, let us not be stampeded into illogical action by the pressure of equipment salesmen who are not aware of the marvelous developments of this war.

"Finally, let us cooperate wholeheartedly with the radio manufacturers and the FCC in getting the initial problems solved as quickly as possible. I know this sounds easier to do than is actually the case. It can be done, however. In reality, it is not so much of a problem as those which were conquered by the radio industry, particularly in the scientific phases during this war. Therefore, let's go ahead and tackle the problem."

AM Here to Stay

Drawing upon his background as an engineer, allocations expert, former member of the FCC and broadcaster, Comdr. Craven analyzed each of the broadcast services of the future in the following way:

We shall certainly have frequency modulation broadcasting. In simple terms, and if properly engineered, this merely provides a better broadcast service, both as to quality and freedom from interference than is possible today by the usual regional or local channel stations in the congested population areas of the country. Frequency modulation will also make possible the establishment of stations in communities not now adequately served. Every existing amplitude modulation broadcaster, particularly those in large cities, may have to provide an FM service in the future. Ultimately, FM may become the principal method of broadcasting by the present regional and local stations in the thickly populated areas of the country. This does not mean that AM broadcasting will disappear. We must remember that the farmer will always desire a choice of programs. Therefore, the present-day standard AM broadcasting may change for the better, in the form of stations serving rural areas remote from metropolitan centers.

Television broadcasting is certain to expand. It is a new service. It adds to what AM and FM will do. The cost of construction and programming will be relatively high. Therefore, television broadcasting will be slow in achieving profitable operation. It will appear in the larger cities before it becomes a reality in smaller communities. We should not underestimate the potential power of television broadcasting as a valuable medium for the advertiser. Profitable operation is inevitable when facilities are provided on a national scale.

Television theatre service may become a necessary corollary to television broadcasting to the home. Experience in foreign countries indicates that the public may become interested in viewing television in a theatre. This, in turn, indicates potential commercial possibilities for such service. If television receivers are costly as compared to the pocketbook of the average person, it seems almost inevitable that television theatres will become a reality. The broadcaster should be ready to undertake this service. If not, someone else will. Ways and means to coordinate broadcasting to the home as well as to the theatre must be planned. Such plans need not be unfeasible.

Facsimile broadcast service, as well as multiple address facsimile service to the home and office, cannot be overlooked. The public in the electronic era of the future will not be denied instantaneous news on a printed record if such service can be rendered at a reasonable cost. Many persons already subscribe to news printer services. This is considered costly today. Tomorrow, the cost may be reduced if radio methods are employed. Today, however, the future of this new radio service cannot be delineated with precision. No one has yet produced a sufficiently practical plan of organization and operation as a profitable service. This may be done some day. Therefore, we cannot afford to neglect its potentialities.

A new broadcast service of the future cannot achieve full economic success until it is operated on a national scale. Therefore, costs for interconnecting stations in a network, so as to make available all sources of news and talent to the nation as a whole, must be reasonable. If the telegraph and telephone carriers of the nation will not provide this service at reasonable costs, the broadcaster must be prepared to organize radio systems which will be adequate for the purpose. This can be done if necessary. However, it is my belief that the telephone and telegraph carriers will provide this linking service by both radio and land lines at costs which are reasonable. However, this is a complex problem involving public interest to the widest extent. It will require the exercise of great wisdom on the part of the FCC.

Heavy 'Sugar'

THERE WERE a lot of dice, but no money on 'em at the NAB War Conference in Chicago last week. Over 500 pair of magic bones that rolled only sevens were distributed in a cubical promotion by WOV New York. Each pair of dice bore the WOV imprint and were enclosed in a small sack for mailing with a tag, "a natural in New York".

Tube Booklet

ROGERS ELECTRONIC Tubes Ltd., Toronto, has published a 34-page *Data Book* on Rogers Ultron receiving and transmitting tubes. Company is at present engaged entirely on production for the armed services. Booklet gives data on the tubes produced by the company, which previously was known as Rogers Radio Tubes Ltd.

Cover the Rich Lehigh Valley

AUDITION THESE 3 SHOWS NOW

They have Proved their Audience-Pulling Power!

All People of All Time have been Fascinated by Stories and the Great Human Appeal of these Three Programs is Based on that Universal Truth.

The Highest Audience Rating in Chicago!

1. SO THE STORY GOES presents JOHNNIE NEBLETT, telling, in his vital, alert style, the odd, little-known quirks of fate, culled from a background of science, history, art, literature and sports, that have changed the destiny of mankind and shaped the events of the world. A pre-tested transcribed series based on the current live show (WBBM) commands the highest audience rating of any locally produced quarter-hour program presented on all Chicago stations . . . and tops many network shows. Still available for a few markets.

A New Show with Tremendous "Woman Appeal"

2. THIS I BELIEVE Behind every man who has scaled the heights of fame, glory and fortune stands a woman —and ANGELINE ORR, whose appealing delivery personalizes and lends charm to the authentic facts, and assisted by an excellent cast, tells their stories. Each fifteen-minute program dramatically presents two complete episodes timed to allow for middle as well as opening and closing commercials. Now ready for live network broadcast, or we will record with custom-tailored commercials for sponsor who desires transcriptions.

At Last! A Brand-New "Guest-Star" Twist

3. CURTAIN CALL A unique half-hour program of proved audience appeal made up of: 1. Orchestra; 2. A true life story-behind-the-story of the guest star dramatically and suspensefully told by JOHNNIE NEBLETT, with the identity undisclosed until the end when 3. the star, in person, steps from the wings to take a Curtain Call. The music complements the story—the story complements the music—and both complement the guest star. With a Plus of audience participation. Now available for live network sponsorship.

LET US SEND YOU FULL PARTICULARS TODAY

ASK US ABOUT THESE & OTHER PROGRAM IDEAS

NEBLETT RADIO PRODUCTIONS
360 N. MICHIGAN AVE., CHICAGO 1, ILL.

It's a
50-50
arrangement
on WHBQ

LENNEA NELSON
AND ANNE WRIGHT
of
J. WALTER
THOMPSON
placed with
us the
MENTHOLATUM
ACCOUNT
and
WHBQ
furnishes
the
SALES

DIXIE'S 24 hour station
Exclusive Memphis Station
to Present
ASSOCIATED PRESS NEWS
News Every Hour on the Hour
WHBQ
your MUTUAL friend
MEMPHIS, TENNESSEE
Represented by RAMBEAU

BMI Music Saves $750,000 for Radio

Tompkins Says Cost Locally 50% Under Nearest Rival

MORE and more music for less and less cost again was the story of BMI, radio-owned music subsidiary, during the last fiscal year, the NAB Executives War Conference in Chicago was told last week by M. E. Tompkins, BMI vice-president and general manager.

Despite material increase in broadcasting revenue, stations paid less for BMI licenses in 1944 than the preceding year, paralleling the history of the year before. During the fiscal year ended July 31, BMI authorized licensees to withhold some 37% of amounts contractually specified, resulting in a saving of approximately $750,000 to the industry. This was possible because BMI operated at less than the maximum amount specified in its contracts.

600,000 Songs Listed

BMI claimed that the cost of local performance of BMI music is approximately 50% less than the cost of a performance of music licensed by its "nearest competitor". The total cost of music licenses to radio, including BMI, "is much less than the total cost of music licenses to broadcasters before BMI came into existence".

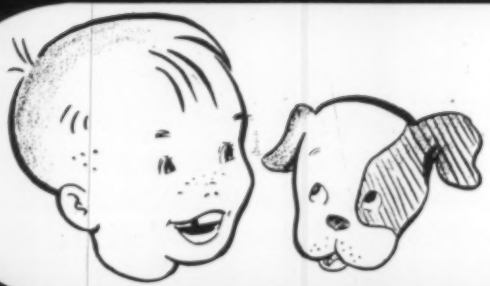
More than 600,000 titles are listed as available for use in the latest BMI catalog. The corporation's new record catalog will list approximately 3,000 phonograph records performable with no license other than BMI, Mr. Tompkins said. During the last few months six or seven of the 25 most frequently performed compositions have been BMI licensed, he declared.

"BMI flourishes as a result of the joint effort and cooperation of the broadcasting industry," Mr. Tompkins said. "BMI is of the industry, by the industry, and for the industry. More and better use of BMI music by you will succeed in making still more and better BMI music available for your use."

WFA Changes

SEVERAL shifts in personnel are taking place in the radio division of the War Food Administration, effective this week. Joe Tonkin, head of radio activities in the midwest for WFA, joins the Washington office Sept. 4, as assistant to E. J. (Mike) Rowell, chief of radio and market news, formerly of WBZ Boston. Mr. Tonkin was with WOWO Ft. Wayne and WHP Harrisburg, Pa., before joining WFA. Jim Chapman, who was with WHO Des Moines, takes Mr. Tonkin's place in Chicago. Taking charge of the Southern regional office in Atlanta effective Sept. 15, is Jim Romine, of WAPI Birmingham. Harold Bryson has been appointed regional radio man of the Dallas area.

They go together...



KOCY
OKLAHOMA CITY
A MUTUAL Station
Ask the Walker Co.

NETWORK SCHEDULE SET FOR GOP TALKS

FOLLOWING up the Aug. 29 and Sept. 1 network broadcasts made on the Blue and NBC respectively by Republican Governors, which last week inaugurated the radio campaign for the election of the Dewey-Bricker ticket, the Republican National Committee has lined up the following broadcasts, all full networks (all time EWT).

Sept. 5, 9:15-9:30 p.m. MBS. Third and last of the gubernatorial series, with Governors Langlie of Washington, Kelly of Michigan and Edge of New Jersey.

Sept. 7, 10-10:30 p.m. NBC and CBS: Gov. Dewey's first radio address of the campaign, from Philadelphia.

Sept. 8, 9:30-10 p.m. CBS and NBC. Gov. Dewey, from Louisville.

Sept. 9, 10:30-11 p.m. CBS, MBS, NBC. Gov. Bricker's speech accepting the vice-presidential nomination, from French Lick Springs, Ind. Like the similar acceptance speech of Sen. Truman, Democratic vice-presidential nominee, broadcast Aug. 31, 10:30-11 p.m., this is being carried as a public service broadcast on a sustaining basis. Other broadcasts in this list are in time purchased by the GOP.

Sept. 14, 9:30-10 p. m. Blue.

Sept. 18, 10:30-11 p. m., CBS, Gov. Dewey, from Seattle.

Sept. 19, 10:30-11 p.m. NBC. Gov. Dewey, from Portland, Ore.

Sept. 21, 11-11:30 p. m. NBC, Gov. Dewey, San Francisco.

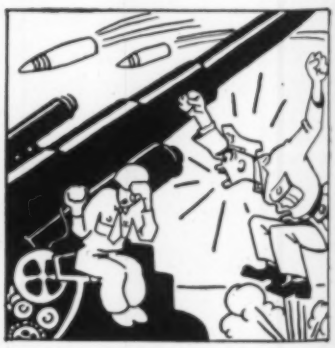
Sept. 22, 11-11:30 p. m. NBC, Gov. Dewey, Los Angeles.

At a luncheon meeting last Tuesday, representatives of the Republican National Committee and of the publicity departments of the major networks worked out an arrangement for the release of publicity regarding times of broadcasts to prevent the confusion which arises from uncoordinated release of information from a variety of sources. In the future, as each contract for time is confirmed, the sales department of the network will notify the publicity department, which will then contact Mark Larkin, radio publicity director of the RNC, insuring the joint release of each broadcast.

Luncheon was attended by Earl Mullin, Blue; Edward Greif, NBC; Arthur Perles, James Kane, CBS; George Lewis, MBS; Wells Church, William Wight, Mr. Larkin, RNC.

General Foods Sponsors

YOUNG & RUBICAM, New York, has purchased *Two on a Clue*, a half-hour mystery drama for General Foods Corp., New York, to start in September. No decision had been reached last week on network time nor product.



"Never mind what WFDF Flint said about the cost of the war—start firing!"

We're Sorry We Made You Cry!

An open letter to New York radio stations concerning tempering wrath with judgment

It was all right with us when your industry organized the big drive for the retail advertising dollar (even if it was synchronized with our inability, because of newsprint shortages, to accept all the retail advertising offered us). We're for anything that might help the retailer—whose interesting presentation of news about wanted merchandise makes our papers more interesting to our readers.

Because we wanted to know something about the value of a package being offered at such a time, we commissioned Crossley, Inc., one of the most highly respected names in radio, to make a thorough and exhaustive study of the impact on New York families of programs sponsored by New York *retail* stores. Crossley used the coincidental telephone method, endorsed by the National Association of Broadcasters and regularly used by both the Crossley and C. E. Hooper organizations to determine radio ratings.

Since then you have attempted to discredit our presentation based upon the Crossley research and that of two other research organizations of established reputation.

Let us expose your criticism to the *facts*.

You say: We shouldn't have projected coincidental telephone ratings to total radio homes.

The facts: You, yourselves, have endorsed such procedure.

Listen to this from page 13 of your booklet, "How to Measure Radio Audiences," prepared by your Retail Promotion Committee. "Basically a 'rating' is the percentage of families who heard a particular program on some specified day or days *with the radio families in the area surveyed taken as* 100%."

And, in the next succeeding paragraph on the same page of this booklet your Committee states, "The coincidental *telephone* method is the simplest technique and is undoubtedly the most widely used."

Furthermore, radio research has shown that, in the great majority of cases, there are no essential differences between ratings based upon telephone homes and those based on a cross-section of all homes.

* * *

You say: "The sample was insufficient."

The facts: Crossley made from 599 to 1,230 dialings for each of the 21 programs checked. The number of dialings was left by us to Crossley who wrote us on June 30, 1943, "we recommend 600 dialings for each time period." (This is more than the number they make in New York in their continuing studies for the Cooperative Analysis of Broadcasting.)

You say: "The newspaper data are not comparable. Newspaper readership studies were made by Clark and some of them date back to 1939; whereas the radio figures represent a spot test of current programs."

The facts: We used studies made between 1939 and 1943 in order to include as many New York newspapers as possible. But since the Continuing Study of Newspaper Readership, sponsored by the ANA and AAAA, shows that readership of newspaper news stories and advertising has *increased* since Pearl Harbor, we have placed newspapers at a disadvantage by using the earlier studies.

You say: "OWI can tell about a dozen war campaigns tried in newspapers and which failed. Then radio did the job."

The facts: Editor and Publisher reports that OWI does not know of *one* such campaign.

You say: "The size of the sample used on the sponsor identification portion of the survey *presumably* is too small."

The facts: The sponsor identification sample was small, simply because from 600 to 1,200 dialings failed to turn up, in most instances, more than a dozen listeners per program. When only a handful of people listen to a program, the number identifying the sponsor is not very important.

* * *

You say: "Why attempt to judge the efficacy of a program sponsored by a credit jeweler from data culled from a telephone survey."

The facts: The program referred to is called "Shoot the Works" competing, on Saturday evenings at 9:00 P.M., with the Lucky Strike Hit Parade and other network shows. Crossley found exactly three out of 602 homes listening to "Shoot the Works." This just about judges the efficacy of the program, doesn't it! (Incidentally, at this writing, this particular program is no longer sponsored.)

There is also that amazing article by one Cecile Robinson in Broadcasting, July 3rd, in which "observation per dollar" figures are quoted for spot announcements and compared with "observation" figures for *national* advertisements in two New York newspapers, although no national ads, but only retail, were included in our study.

Although the article specifically states that "Hooper ratings (are) used as a basis for this study," careful investigation fails to find any instance where Hooper ever determined ratings for spot announcements.

THE NEW YORK NEWSPAPERS
ADVERTISING MANAGERS

What it's all about . . .

(Events leading up to Radio's criticism of the study "Newspaper Readers and Radio Listeners" sponsored by New York newspapers.)

JANUARY 1943. The rationing of newsprint forces New York newspapers to discuss rationing of advertising space with their retail accounts.

NOVEMBER 1943. The radio interests jointly sponsor and present their case for retail advertising, as conceived by Sheldon Coons.

MAY 1944. The New York newspapers release the results of studies made by impartial research organizations.

(1) FACT FINDERS, INC. determined the attitude toward newspaper and radio advertising of 10,636 men and women shoppers at 21 large New York City retail stores.

RESULT—86.4% of the shoppers *wanted* newspaper advertising; 69.6% would prefer radio programs *without* advertising.

(2) CROSSLEY, INC. checked listening to 21 radio programs sponsored by New York retail stores.

RESULT—13 of the 21 programs were listened to by *less than* 1% of the 600 or more homes checked. For 13 out of 21 programs, no one of the 600 or more families checked could name the sponsor.

(3) COST study based on the Crossley radio checks and readership checks made by B. H. Grant Research Associates.

RESULT—The median cost of reaching 1,000 women through retail advertisements in New York newspapers $1.16; the median cost of reaching 1,000 radio homes—$4.57. (Based on time costs only.)

The Texas Rangers

BBDO
adds
KDYL
Salt Lake City
Selling Hair Tonic

GEORGE E. HALLEY
TEXAS RANGERS LIBRARY
HOTEL PICKWICK, KANSAS CITY 6, MO.
AN ARTHUR B. CHURCH PRODUCTION

NAB Votes Survey Plan

(Continued from page 13)

Sales Managers Committee "heartily approves this method".

Frank King of WMBR Jacksonville, Fla., chairman of a Board of Directors' subcommittee which worked with the Research group, told the NAB "the fundamental plan should be approved". Serving on the subcommittee with Mr. King were Hugh A. L. Halff, WOAI San Antonio; Harry Spence, KXRO Seattle; Les Johnson, WHBF Rock Island, Ill.

Bannerman Speaks

Glen Bannerman, president and general manager of the Canadian Assn. of Broadcasters, told the NAB "our fundamental problems in broadcasting are identical. We too, have had to struggle with coverage to give the advertiser an idea as to how his advertising dollar will be spent. We have adopted a method almost identical to yours. There is value in the method which has been suggested. I think in the days to come, when the advertising dollar may not be quite so free, when advertising managers and agencies have to justify their advertising dollar, the real value of this method will become evident."

Frederic R. Gamble, president of the AAAA, traced the history of measurement to 1912 when the Audit Bureau of Circulations was established. He told of the doubts and objections of its early days but said, "We consider that the ABC is the very foundation of confidence on the part of the advertiser in the printed media. We have thought that something similar in your industry was needed."

He told of meetings between the NAB Committees, and those of the AAAA and ANA, of disagreements and compromises, then declared: "It is our hope the proposed bureau will contribute to a more successful radio advertising, that it will enable you to give more service to the public and produce a more integral part in the free enterprise system of America."

The following motion was submitted by Mr. Feltis and seconded by Clarence Wheeler WHEC Rochester:

Whereas, the NAB in Convention assembled, has approved the plan outlined by the Research Committee for a determination of uniform standard station circulation measurement,

Therefore be it resolved that the Board be authorized and instructed to proceed in the formation of the necessary bureau and the activation of such uniform standards as proposed by the Committee.

Roger W. Clipp of WFIL Philadelphia, chairman of a technical research subcommittee, named to work with the other groups, urged adoption of the plan.

George M. Burbach of KSD St. Louis, veteran newspaper-radio executive, who took the floor to endorse the plan, declared that for 40 years he had been selling newspaper advertising and for several years served on the Board of Directors of the ABC, in addition to committees of the AAAA.

"As I became more and more interested in radio, the thing that nettled me was the weakness of the method of selling radio to the advertiser. I have kept track of developments of this plan only generally. The basic idea, I think, is sound. There is room for improvement in it, apparently. The financing doesn't disturb me one bit because there's many millions of dollars involved. Let's go boys. This is it—as a beginning."

William B. Way of KVOO Tulsa, posed this hypothetical question: Assuming the population is 38 million families in the U. S. and KVOO has a coverage of 380,000 families, or 10% of the total population, would KVOO have to pay the full $10,000 for the circulation measurement in its area? Mr. Clipp said the cost would be participated in by stations in the area in proportion to the station mentions. For example, if there were four stations mentioned, it could be assumed the cost would be about $2,500 to each.

"On that basis I say that it's very cheap," commented Mr. Way.

The vote was taken on adoption of the resolution.

Mr. Feltis moved that reports be handled on a limited disclosure basis, after explaining that the Committee favored the limitations, while a majority of the Board favored full disclosure.

Vote Full Disclosure

"In order for this thing to be successful we want tremendous acceptance," he said. "We thought if we developed a plan whereby our own circulation figures would be returned to you, to be used as you see fit, maybe more people would be interested in the plan."

Edward Breen of KVFD Fort Dodge, Ia., suggested full disclosure. Mr. Burbach offered a substitute motion to adopt the full-disclosure method. Several spontaneous remarks were made from the floor, indicating the membership favored full disclosure. Mr. Feltis withdrew his motion and Mr. Burbach's was adopted without dissent.

Action of the NAB last week marks the termination of years of wrangling over a proposed standard method of measurement. Each time the question has come up, various interests have locked horns. The networks favored one method, independents another, still others wanted something else.

The Board of Directors last Oc-

Gov. Hickenlooper Hits At Capricious Regulation

CAPRICIOUS regulatory power over radio, in some cases well-intentioned and in others deliberate, was scored by Gov. Bourke B. Hickenlooper of Iowa at the Wednesday afternoon session of the NAB Executives War Conference in Chicago last week. Mincing no words, he stated that "when the radio industry or any other industry literally shivers in its boots for fear some normal or apparently proper act may arouse the ire of an all-powerful board, holding the arbitrary power of life and death, then regulation has changed into whimsical control and free enterprise has suffered".

He added that radio should be free in the broadest sense and that legislation passed to correct certain conditions should not be distorted by a regulatory body. He paid tribute to both radio and the press for their support of the emergency war campaign with particular reference to an outstanding job done in the recruiting of emergency crop employes in Iowa this year.

Hilltop High!

On Birmingham's highest peak, stands Vulcan's statue — trademark of the Pittsburg of the South and a future symbol of today's seething activity in Birmingham and the whole of Alabama . . . Here's a radio-minded market that's covered best by WSGN — Contour line comparison proves it; so does the NBC All-County Survey Method and the NAB Mail and Signal Strength Map . . . In addition, WSGN's morning Hooper is greater than all other Birmingham stations combined; it carries seven of the ten top-rated daytime programs; and offers the best *salable* time in the State . . . Yes, WSGN is Alabama's Best BUY Far!

WSGN

The Birmingham News-Age Herald Station

Represented Nationally by Headley-Reed Company

tober authorized the Research Committee to investigate every known method of coverage measurement with a view of recommending a standard system. The committee was instructed to approach the AAAA and ANA, to work with all groups. In April the Research Committee and technical subcommitee met in Cincinnati during the NRDGA Sales Promotion Clinic.

Invited to assist in the studies were Dr. Paul Lazarsfeld, head of the Office of Radio Research, Columbia U.; Dr. Raymond Franzen, research consultant, and Dr. George Gallup, president, American Institute of Public Opinion. These advisors served as the Committee on Sample and agreed that the overall sample requirement would be 1,000,000 ballots mailed.

No Immediate Results

President Ryan, concluding Wednesday's session which was well attended, cautioned the broadcasters not to expect something immediately. "You have authorized the Board to proceed," he said. "It will take time to do the job."

Members of the Research Committee, which followed through and came up with the plan, are, besides Chairman Feltis: Mr. Clip, Edward F. Evans, WJZ New York; G. Bennett Larson, WWDC Washington; John McCormack, KTHS Hot Springs; Barry T. Rumple, NBC New York; Frank N. Stanton, CBS New York; Jack Williams, WAYX Waycross, Ga.

Serving on the technical subcommittee with Mr. Clipp have been: John Churchill, CBS New York; Edward Evans, Blue New York; Kenneth Greene, NBC New York; Barry Rumple, NBC New York; Frank Stanton, CBS New York; Richard Puff, MBS.

Seated at the head table during Wednesday's session were: President Ryan, Messrs. Feltis, Dirks, Gamble, Clipp, Halff, King, Johnson, Evans, Larson, McCormack, Rumple, Stanton, Williams, Bannerman; Carlos Franco, Young & Rubicam; Paul Peter, NAB Director of Research; Lewis H. Avery, NAB Director of Broadcast Advertising; Elizabeth Black, Katz Agency; Linnea Nelson, J. Walter Thompson; Frank Kemp; Harry Spence, KXRO; John M. Outler Jr., WSB Atlanta; Harlow Roberts, Chicago advertising executive.

Frequency Allocations Topic of RTPB Panel 2

PANEL 2 of the RTPB, of which Dr. C. B. Jolliffe, chief engineer, RCA Victor Division, Camden, is chairman, at its meeting in New York last July 27 considered allocation of frequencies to all services, in accordance with the assigned procedure set up under RTPB.

In the Aug. 28 BROADCASTING, p. 43, was published a picture of the RTPB panel, along with a cutline which ascribed to that panel discussion of plans for development of FM broadcasting after the war. BROADCASTING regrets error.

ATTENDING her first NAB conference was Mrs. Ben Ludy, wife of the general manager of WIBW Topeka and KCKN Kansas City, Kan. Left photo (l to r): Leo Fitzpatrick, WJR Detroit; Mrs. Ludy, Mr. Ludy. Standing: Clyde Rembert, KRLD Dallas; Kenyon Brown, KOMA Oklahoma City; Joe Carrigan, KWFT Wichita Falls, Tex. CBS station executives huddle with Tom Connolly, director of program promotion for the network. (Right photo, seated): Herbert Krueger, Edward E. Hill, WTAG Worcester, Mass.; Mr. Connolly; Creighton Gatchell, WGAN Portland, Maine. Standing: William Mallo, WDRC, Hartford; George Jaspert, WLAW Lawrence, Mass.; Dave Carpenter, WKNE Keene, N. H.

. . . JOE'S JUST AN ORDINARY GUY

He's typical of the 1,000,000 or more "ordinary guys"—men and women—who work in the factories of the war-vital Los Angeles-Long Beach area . . . and who listen to the radio every day!

ONE SOUTHERN CALIFORNIA STATION IS MADE FOR FOLKS LIKE JOE!

IT'S KGER—"The People's Station" . . . whose programs are "tailor-made" primarily for the enjoyment of working people. Offering complete, intensive coverage of the Los Angeles-Long Beach area (population now around 3,000,000 . . . Effective Buying Income setting national records!) at extraordinarily low rates, KGER belongs on every radio schedule for Southern California! Write for complete information.

"THE PEOPLE'S STATION" 5,000 WATTS, DIRECTIONAL

LOS ANGELES
LONG BEACH

KGER

OWNED AND OPERATED BY MERWYN DOBYNS

REPRESENTED NATIONALLY BY SPOT SALES, INC., NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

NO BATS IN OUR BELFRY (Ky.)!

Do you think we're *nuts* not to claim Belfry, Kentucky, or all the other tiny towns scattered over the rural parts of the State? We don't think so. We don't *want* 'em. We want just enough power to put a fine signal all over the Louisville Trading Area. With NBC programming, that gives us (and you) the best market in this part of the country—at the lowest possible cost. . . . We think we're batty —like a fox!

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K.C. . . . N.B.C.

FREE & PETERS, INC.
National Representatives

He needs your help
So do his buddies

BUY BONDS

to support their bravery and skill that will win the Peace.

Hotel Mayfair
SAINT LOUIS

AIR CONDITIONED • NOISEPROOFED

FM, Video Hold NAB Spotlight

(*Continued from Page 12*)

chairman; J. E. Baudino, KDKA Pittsburgh; Earl W. Winger, WDOD Chattanooga. Resolutions—H. K. Carpenter, WHK Cleveland, chairman; William Fay, WHAM Rochester, N. Y.; Wiley P. Harris, WJDX Jackson, Miss.; Rev. James A. Wagner, WHBY Green Bay, Wis.

Broadcast Advertising Clinic Hears Harris

The NAB president said that the Foreign Language Radio Wartime Control Committee, set up in Cleveland in 1942, had completed its work and turned over $500 in remaining funds to the American Red Cross.

Reports were heard from Dietrich Dirks, KTRI Sioux City, Ia., chairman of the Sales Managers Executive Committee; Paul W. Morency, WTIC Hartford, chairman of the Retail Promotion Committee, and Lewis H. Avery, Director of Broadcast Advertising. Mr. Morency said funds for the Retail Promotion Plan were spent as follows: Committee meetings, $6,800; research and counsel, $26,500; printing, $7,800; motion picture filming, $56,000; travel expenses for masters of ceremony, $8,900; incidentals, $4,300. Of $111,000 raised, 325 stations contributed $81,000 and $29,000 was provided by the NAB.

In a Broadcast Advertising Clinic Llewellyn Harries, manager of the sales promotion division, National Retail Dry Goods Assn., gave results of a survey conducted among 500 leading retailers using radio. Paul McCarthy, promotion and advertising director of J. N. Adam & Co., Buffalo, N. Y., spoke on "If I Were Selling Department Stores" (see page 30).

Mr. Avery introduced Helen Cornelius, new assistant director of Retail Radio Advertising of the NAB.

In introducing Comdr. T. A. M. Craven, vice-president of the Iowa Broadcasting Co. and former Federal Communications Commissioner, President Ryan referred to the Commander as a man "to whom this industry owes much". Comdr. Craven spoke on "Postwar Opportunities and Problems" (see page 68).

'Socker' Coe Socks 'em 'Good'

The Tuesday afternoon session was presided over by Edgar Bill, WMBD Peoria, chairman of the NAB Public Relations Executive Committee. Col. Leland H. Stanford, Signal Corps, presented a Certificate of Appreciation to Arthur Stringer, NAB director of promotion and circulation, and was followed by Charles Francis (Socker) Coe, vice-president and general counsel, Motion Picture Producers and Distributors of America, and former agency executive and well known author.

Mr. Coe gave the conference his views on public relations problems of radio based on his experience in the film industry and pulled no punches in expressing his convictions on the "over-commercialization" of programs and the possible effects on listener attitudes. He warned that only as long as radio exerts its united efforts steadily to improve its medium will it receive a favorable public reception and maintain its freedom (see story page 66).

At the conclusion of his address, Chairman Bill thanked Mr. Coe for "socking us good", adding that radio is a young industry and can benefit from good advice.

Karl Koerper, KMBC Kansas City, Mo., chairman of the NAB Radio News Committee, reported on the recommendations of his group for a Council on Radio Journalism to bring about better trained personnel to prepare and broadcast radio news. Plans for the Council were outlined by Fred S. Siebert, U. of Illinois, president of the American Assn. of Schools and Departments of Journalism.

Mr. Siebert told the Conference of a survey being made by Richard Beckman of Iowa State College, which will show that more than 500 additional newsmen will be needed by radio during the coming year and that these men cannot come from the newspaper field which already has hit rockbottom as far as personnel is concerned.

Aims of Radio Journalism Outlined

The purposes of the Council on Radio Journalism, he pointed out, are: (1) to serve as a liaison agency between schools of journalism and broadcasters in training personnel for radio; (2) to establish acceptable minimum standards for education in radio journalism; (3) to study problems in educating radio journalists referred to it by the schools or by the industry; (4) to establish itself eventually as the accredited agency for education in the field of radio journalism.

Subject to approval by the new NAB Board of Directors, the Council hopes to get under way immediately, Mr. Siebert reported. He asked for the cooperation of stations in establishing training grounds for educational institutions and in presenting news broadcasting problems. One of the Council's early activities, he said, would be to help returning veterans train for radio jobs.

Mrs. Dorothy Lewis, NAB Coordinator of Listener Activities, outlined the important role of women as buyers in the nation's markets and pointed out that "women form the largest segment of radio's listeners". She urged that proper recognition be shown of these facts by giving women directors a greater influence in program development.

The role of women in radio was described by Rhea McCarty, WCOL Columbus, treasurer of the NAB Assn. of Women Directors, who spoke in the absence of Ruth Chilton, WCAU Philadelphia, president of the AWD. Miss McCarty traced the growth of the AWD since its formation in 1942 to a present membership of 650 and pointed out that it is the first organization of women broadcasters in radio.

As an illustration of its activities, she cited the American Home campaign conducted last February in which more than $12,000 was spent by 25 women's organizations in a spot announcement contest.

STRAIGHT from the shoulder, wartime operational problems come in for an airing by this group of executives (l to r), Niles Trammell, NBC president; Frank W. (Scoop) Russell, NBC vice-president; John J. Gillin, WOW Omaha; Walter Damm, WTMJ Milwaukee.

Miss McCarty reported on the results of a survey last year by the AWD which provided valuable information on the types, hours, length and sponsorship of women's programs. The findings revealed, she pointed out, that 41 women's programs have department store accounts. A study of this field and its relation to women's programs is contemplated in cooperation with the NAB Dept. of Broadcast Advertising. Findings will be available to all broadcasters, she said.

Miss McCarty said the AWD aims for the coming year will be "to increase areas of service to industry and their listeners through more sponsorship and improved public relations activities," to obtain for women broadcasters greater participation in the broadcasting schedule, "to preserve for America some of the sterner virtues developed by our people in wartime", to anticipate postwar adjustments, and to strive "to condition our segment of American listeners to a new appreciation of our world neighbors."

Menser Urges Expert Programming

Harold Fair, WHO Des Moines, chairman of the NAB Program Directors Committee, reported briefly on the work of his group and introduced Clarence L. Menser, NBC vice-president in charge of programs, who gave the Conference his views on "Programs of Tomorrow". In the postwar world, he said, it will be the duty of the program manager, whether network or local station, to see that the expertness necessary to produce good programs is employed in programming operations.

"There is a great need for professional attitude in all aspects of programming," he asserted. "I fear that such an attitude does not exist at the present time. The program people themselves are responsible, but management is also responsible. And most important of all, the attitude reflected by these two groups is shared by the many performers who are completely dependent upon radio for their livelihood.

Wiseman Reports On Council Plan

On Wednesday morning the Conference resumed with a symposium on "The Radio Council Plan". W.

RCA ALL THE WAY at NAB. Seated (l to r) Al Josephsen, C. M. (Buck) Lewis, Harold C. Vance, Harry Sadenwater. Standing: Jack Frost, J. Keachie, T. A. (Ted) Smith and Henry Rhea.

O. Wiseman, WOW Omaha, speaking on "Program Promotions", said the work of the Councils has been particularly effective in Cleveland, the Twin Cities, Denver, Boston, Des Moines, Portland, Ore., and Cedar Rapids, Iowa. In each of these cities the Councils publish regular listener guides which are distributed in large volume to schools, colleges, libraries and individuals.

Radio Councils everywhere act as recommending agencies for Peabody awards, several promote public appearances of radio shows, one drew an audience of 2,000 to a show produced by WOW for the NBC network.

E. L. Hayek, KATE Albert Lea, Minn., Director, NAB 11th District, outlined the operation of a Radio Council and defined the objectives of the Councils as follows:

1. To interpret the problems of the industry to the public and bring the wishes of the listeners to the broadcasters.
2. To provide a meeting ground for the industry, lay participants in radio and the listening public.
3. To develop and maintain highest individual standards of radio appreciation.
4. To utilize radio as an educational medium for the benefits of adults and children.

Sowell of WLAC Tells of Youth Interest

Another aspect of the work of Radio Councils, "Youth Interests", was given the conference by F. C. Sowell, WLAC Nashville. He pointed out that a study of programs of some 400 stations by Mrs. Lewis in 1939-40 showed that 1500 programs were directed to juvenile audiences.

Mr. Sowell said there is a pressing need for encouraging parents and teachers to adopt for themselves an intelligent plan for radio listening to the end that they may be in a better position to direct the listening habits of their children. Work in this direction, he said has been undertaken by the Radio Council of New Jersey.

Hager Points Out Educational Value

Kolin Hager, WGY Schenectady, director of the NAB 2nd District, told the Conference of the contributions to radio education made by the Councils. "Radio education," he said, "is gradually taking its place as an important community activity all over the nation but it is still in the infant stage." He estimated that 25% of American schools are equipped with at least one receiver but that not over 10% of our teachers are utilizing radio.

William B. Quarton, WMT Cedar Rapids, chairman of the NAB Code Compliance Committee, told of the work of the councils in allocating fairly the available time to community organizations. In Cedar Rapids the Council has instilled into its membership groups a genuine appreciation of radio—its responsibilities as well as its opportunities. "It sifts requests for time," he said, "much finer than we ever would have dared, and it isn't afraid to say no. If the YWCA wants to put on a straight commercial type program appealing for contributions, the script committee shows the YWCA how to inject showmanship into the program. The production committee provides experienced voices. Organizations have learned what rehearsal mean —many of them for the first time."

FCC Chairman Fly Given Huge Ovation

FCC Chairman James Lawrence Fly was given one of the greatest ovations ever accorded him by the NAB when he addressed the Wednesday luncheon session on "Broadcasting Views the Future." In presenting Mr. Fly President Ryan quipped that radio was a highly controversial business so the NAB had called on the "Controversial Mr. Fly." (See text page 16).

Before one of the largest crowds to attend the conference, Hugh Feltis, KFAB Lincoln-Omaha, Chairman of the NAB Research Committee, presented a far-reaching plan to measure coverage by standard method (see page 13).

Briefly the plan calls for a con-

Hon. Wm. Dekker
McCann-Erickson, Inc.
New York, N. Y.
Dear Bill:

You can believe me, Bill, the people around this network are leaving no stone unturned in making the most of our own foreign war correspondent broadcasts. For example, over in France Howard L. Chernoff takes roll after roll of film of the W. Va. boys he meets and interviews. We see that every family gets a photo of their loved ones, and boy do these people love it. Every family is also notified by a personal letter when someone dear to them is going to be interviewed or mentioned on Chernoff's overseas broadcasts. We leave no loose ends whatsoever in rendering this "better than ever" public service.

Regards
Yours,
Algy

The W. Va. Network
WCHS Charleston WPAR Parkersburg
WSAZ Huntington WBLK Clarksburg

The CBS Station for a million people in 22 counties of 3 states... the heart of the Textile South.

WSPA 5000 Watts Day 1000 Watts Night 950 kc. CBS
Spartanburg, S. C.
Represented by Hollingbery

HOOPER REPORTS
On AUGUSTA, Georgia
MIDSUMMER 1944

TIME	WGAC	STATION "B"	ALL OTHERS
Morning 9-12	62.3	37.3	0.4
Afternoon 12-6	57.3	42.4	0.3
Evening 6-10	54.8	44.3	0.9

C. E. HOOPER, INC.

Delivering a loyal audience for more advertisers who spend more money on WGAC than on any 250 Watt station in the Southeast.

THE BLUE OUTLET
AUGUSTA **WGAC** GEORGIA

J. B. FUQUA, Vice-President and General Manager
HEADLEY-REED CO., National Representatives

WITH
REX DAVIS
4 TIMES DAILY

91%

What's a radio station's best testimonial?
RENEWALS
And 91% of WWNC's local advertisers renewed 1942 contracts during 1943

WWNC 570 KC
Serving Western North Carolina from ASHEVILLE
CBS
DON S. ELIAS, Executive Director
Represented by The KATZ AGENCY.

Dominating Its Community in Public Service!
KOIN
PORTLAND, OREGON
CBS Affiliate
FREE & PETERS · National Representatives

AP
WMIN, St. Paul, Minn.
. . . without question AP is the best news service which WMIN has ever used.
Frank M. Devaney
Ass't. General Manager
available through
PRESS ASSOCIATION, INC.
30 Rockefeller Plaza
New York, N.Y.

trolled mail ballot, 1,000,000 to be mailed every two years at a cost of $1 per ballot. Initial cost of setting up a bureau of radio circulation was estimated at $65,500 the first year.

Following considerable discussion, the NAB membership unanimously adopted a motion authorizing the Board of Directors to create such a bureau. Then followed unanimous adoption of a second motion to release results of the biennial surveys to all subscribers on a full-disclosure basis.

Gov. Hickenlooper Addresses Wednesday Session

Gov. Bourke B. Hickenlooper, of Iowa, speaking at the Wednesday afternoon session, warned of the tendency in public regulation to oppress and hamper initiative and enterprise and progress by willful domination and control. While acknowledging the necessity for regulation, he stressed the importance of keeping radio free and not saddling it with political control.

Nominations for directors-at-large at the afternoon session Wednesday found three broadcasters placed in nomination for each of the three station classes. Frank King, WMBR Jacksonville; Dietrich Dirks, KTRI Sioux City; and J. B. Fuqua, WGAC Augusta, Ga., were nominated in the small station category. Mr. King was reelected and Mr. Dirks chosen to succeed Herb Hollister, KANS Wichita.

In the medium station group, T. A. M. Craven, WHOM Jersey City; Roger W. Clipp, WFIL Philadelphia; and Don S. Elias, WWNC Asheville, were nominated. Mr. Elias was reelected while Comdr. Craven was chosen to succeed Barney Lavin, WDAY Fargo, who resigned recently upon being commissioned a lieutenant in the Marine Corps.

Large Station Group Nominates Directors

In the large station group, Joseph O. Maland, WHO Des Moines; Hugh M. Feltis, KFAB Lincoln; and James D. Shouse, WLW Cincinnati, were nominated. Mr. Maland was reelected and Mr. Feltis was named, succeeding Mr. Shouse.

Network directors nominated and elected without opposition were F. M. Russell, NBC Washington, vice-president and incumbent on the board, and Dr. Frank N. Stanton, CBS vice-president, New York, designated to succeed Paul Kesten, executive vice-president. Dr. Stanton, a research expert, is expected to figure prominently in the new station coverage project.

Three amendments to the by-laws were adopted by the Conference in rapid succession. The first gives the Board authority to establish the schedule of dues to be paid by stations from time to time as against the existing provision which freezes dues in each bracket of station income.

The second and third amendments dealt with elections of officers and directors. One permits balloting for directors-at-large by referendum vote in instances where, because of abnormal conditions, an annual meeting may not be held. The other liberalizes the nominating of directors-at-large to permit nominations in advance. The existing by-law requires nominations from the floor exclusively.

NBC GENERALS view the Parade of Stars at an NBC affiliates meeting last Monday (l to r): James Gaines, assistant director of promotion; Niles Trammell, NBC president; Charles P. Hammond, director of promotion; Frank Mullen, executive vice-president.

Ted R. Gamble, director of the War Finance Division of the Treasury Dept., in a rapid-fire ad lib address, paid high tribute to the contribution of radio in the War Loan campaigns. Without using a single note, he reeled off astronomical figures on the Fifth War Loan Drive both as to amounts and numbers of securities sold. He tossed about figures on the public debt with the ease of a Joel Kupperman.

The Sixth War Loan coming up, Mr. Gamble said, presents a real challenge as each successive drive becomes more difficult. He asked the broadcasters for continued wholehearted support, declaring it would be a "shame if we relaxed in the financing of this war."

It will require better selling, better organization and more ingenuity, he declared, and promised that the reorganized War Bond staff will do its part. The War Bond Campaign, Mr. Gamble said, had created a tremendous savings reservoir —the greatest in history—exceeding 95 billions. "This is the greatest insurance policy that we have when we emerge from this war," he asserted. Of over $24,866,000 in time and space donated to War Bond selling, radio has given 11 millions, he declared. That is a magnificent contribution, he said.

The work of NAB's youngest standing committee, the Small Market Station Committee, received praise from Mr. Ryan at the afternoon session.

Marshall Pengra, KRNR Roseburg, Ore., Committee chairman, gave the Conference an overall picture of the problems and possibilities of small market stations and appealed to the broadcasters to bring their problems to the NAB. "We want your support," he said, and promised vigorous and concerted action by the committee in the approach and solution of these problems.

Others who participated in the panel discussions were Howard S. Frazier, NAB Director of Engi-

Nothing like it in Recorded Radio!

"COME AND GET IT"

A BANQUET OF INFORMATION
A FEAST OF FACT AND FABLE
—on the timeless subject of food

● Radio's newest audience-participation quiz . . . mixing food facts and fun . . . is the first of its kind ever to be recorded. Bob Russell, MC, questions contestants selected from studio audience representing all sections of the country, then tosses subject to "Board of Experts": Alma Kitchell, well-known for her Woman's Exchange program . . . and Gaynor Maddox whose syndicated food articles are read by millions! Experts uncover unusual facts about food in question. 78 quarter-hour 3-a-week shows . . . all set to go for some lucky food sponsor. COME AND GET IT . . . or send for audition records *now*.

National Broadcasting Co.
A Service of Radio Corporation of America
NBC RADIO-RECORDING DIVISION
AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS
RCA Bldg., Radio City, N. Y. . . Merchandise Mart, Chicago, Ill.
Trans-Lux Bldg., Washington, D. C. . . Sunset and Vine, Hollywood, Cal.

neering. Paul F. Peter, NAB Director of Research, Lewis H. Avery NAB Director of Broadcast Advertising, and William B. Smullin, KIEM Eureka, Cal. A transcribed program, pressings of which will be sent out by NAB for use in all districts, was presented to the Conference to dramatize "the opportunity and responsibility of small market station managers".

To close the Wednesday session the Conference, without a dissenting voice, adopted a series of resolutions presented by H. K. Carpenter, WHK Cleveland, perennial chairman of the Resolutions Committee. Most important were: (1) That the NAB urge the Government to take appropriate steps to compel immediate compliance with the order of the WLB on the Petrillo-invoked recording strike; (2) That the "continuing discount clause" be submitted to the NAB membership at its next annual meeting for approval or rejection and, if approved, be incorporated in the NAB-AAAA standard contract; (3) That the Board consider New Orleans as the site for the 1945 convention, transportation and housing facilities being favorable.

Thursday Session Hears Arnoux

Opening the conference Thursday morning, Campbell Arnoux of WTAR Norfolk, Va., chairman of the NAB Music Committee, created last December, told the broadcasters that "no station need fear a financial sword of Damocles hanging over its head", with reference to demands for per-program contracts by ASCAP.

Following its organization the Music Committee solicited from members complaints regarding ASCAP demands. More than 100 were filed. The committee took up the demands with the Dept. of Justice and on July 29 was advised by Wendell Berge, Assistant Attorney General, that charges for announcements adjacent to or between programs using ASCAP music would be, in the Department's opinion, "a direct violation of . . . the consent decree" of May 1941, entered into in the Southern District Court of New York. That decree prohibits collection by ASCAP of a percentage of income received by the broadcaster from programs in which no musical composition licensed by ASCAP is performed.

Mr. Arnoux pledged the full support of NAB to "any station" which becomes involved in difficulty on music matters, provided the problem has an overall effect on radio. On the Music Committee with him are James P. Begley, KYW Philadelphia; Arthur B. Church, KMBC Kansas City; Robert Enoch, KTOK Oklahoma City; C. W. Myers, KOIN Portland, Ore.; Frank R. Smith Jr., WWSW Pittsburgh; John R. Wahlstedt, WHB Kansas City; Warren Williamson, WKBN Youngstown, O.; Thomas H. Belviso, NBC New York; Frank K. White, CBS New York.

In his annual report, Merritt E. Tompkins, vice-president and general manager of BMI, disclosed that 866 American stations now are licensed by BMI. He told of new services, including a proposed classified catalog, a catalog of 30,000 recorded titles licensed by BMI, and 55 programs weekly now being sent to more than 700 stations. (See page 70.)

At a well attended session on the labor clinic, John Morgan Davis, NAB's new general counsel for labor relations, appealed to the broadcasters to bring their problems to him and to submit their labor contracts for examination to enable NAB to compile information of importance to the industry.

He warned that any revision of the "Little Steel" formula will affect all future negotiations between stations and unions. Pointing to WLB decisions requiring employers to negotiate with unions on all labor matters, he said that negotiations with individual employes can no longer be carried on where a union exists.

Efficient supervision of operations, he said, is the best guaran-

How can you sell Cuba?

A Cuban affiliate of one of the largest manufacturers in the United States set out to find the answer. They made a thorough, impartial survey of the listening habits of Cubans, and this is what they found:

65% of all Cuban listeners tune to
R. H. C.
CADENA AZUL
Its nearest competitor among local *or* foreign stations had only 15% of the listeners.

From this impartial survey, you have the answer to your own Cuban advertising problem. Use

RHC CADENA AZUL

RHC Cadena Azul

Cuba's only network affiliated with **CBS**

U. S. Representative
HUMBERTO D. GONZALEZ
220 West 42nd St., New York City
WIsconsin 7-1166

JACK KEASLER,
MANAGER OF OUR NEW
NEW YORK OFFICE

TOM PETERSON
MANAGER OF OUR NEW
CHICAGO OFFICE

These men *know* the markets and radio in Texas and the Southwest. They are ready to give you the benefit of their knowledge of this area. Let them supply you with *first-hand* information about this rich market and its radio facilities. There's no obligation, of course.

TAYLOR-HOWE-SNOWDEN *Radio Sales*
NEW YORK 18, N. Y. 19 WEST FORTY-FOURTH STREET
CHICAGO 1, ILL. 360 NORTH MICHIGAN AVENUE
DALLAS 1, TEXAS 805 TOWER PETROLEUM BLDG.
AUTHORITIES ON RADIO AND MARKETS OF TEXAS AND THE SOUTHWEST

WILL YOU SPONSOR DEMOCRACY?

ON ELECTION day in 1940 more than 30,000,000 Americans stayed away from the polls.

Another election year is here. It is a year when Americans are laying down their lives for the right to vote. There must be no repetition of the disgraceful performance of 1940.

Every American must realize that in a democracy all citizens have not only the privilege but the *duty to vote*. There is no more sacred obligation of citizenship.

You believe in America. You believe in "the way of the ballot box." You have a responsibility.

Will you sponsor democracy? Will you use your programs to awaken our fellow citizens to their responsibility? Will you tell them where and when to register? Will you urge them to get out and vote?

Our Radio Division will be happy to provide non-partisan material—scripts, transcriptions, music—for your programs. If there is anything we can do to help you get this message across, let us know. We want to help. We want help.

NATIONAL CITIZENS POLITICAL ACTION COMMITTEE

Hon. George W. Norris, Honorary Chairman
Sidney Hillman, Chairman
James Patton, Vice-Chairman
Freda Kirchwey, Vice-Chairman
Clark Foreman, Secretary
R. J. Thomas, Treasurer
James McGill, Comptroller

205 East 42nd Street
New York 17, N. Y.

tee against labor difficulties. Through cooperative effort we can avoid many of the pitfalls which have attended stations relations with unions, he concluded.

Sidney Kaye, NAB special counsel, reviewed the history of the AFM recording ban and subsequent developments. The most important thing in the situation affecting broadcasters, he said, was the report of the WLB panel on the dispute which found: (1) there is no important unemployment of musicians, (2) two out of three AFM members are not professional musicians; (3) radio broadcasting has not diminished employment of musicians.

Discussing the agreements made by record companies with the AFM, resulting in resumption of record production, he declared the principle of the World-Decca contracts would be applicable to all industry if it is upheld by the Government. He asserted that broadcasting has fostered love and appreciation of music which has made America the acknowledged leader of music among all nations.

Kaye Criticizes WLB Directive

Mr. Kaye criticized that part of the WLB directive on the dispute which calls for payments in escrow to the union, but he pointed out that it was the union and not the employers which refused to comply with the order. "Not in the history of the WLB has there been a more flagrant disregard of a Government order," he said. Regarding the Petrillo contention that the case does not involve the war effort, Mr. Kaye declared that music not only helps morale, but that the history of the world shows it is vital to civilization. "If entertainment does not contribute to the war effort, then the motion picture and the use which radio makes of music are of no value," he said.

Praising the broadcasting industry for setting a model in its relations with labor, he declared that "broadcasters do not owe a tribute to a union as distinguished from its members. The duty which the broadcaster owes is not to the AFM majority which is not composed of professional musicians, but to the minority of real professional artists."

He promised that broadcasters will continue to repel any efforts of unions to force unsound demands upon them. "Acquiescence in false principles do not lead to peace in our time," he declared.

Mr. Kaye received an ovation from the conference at the conclusion of his presentation.

Mr. Ryan delivered the NAB report on the AFM platter turning situation, reviewing the events leading to the Petrillo effort to install musicians in all stations for platter turning, and the reverberations of that effort.

He revealed that under an agreement made between Petrillo and the networks on January 27, 1944, NBC agreed to recognize the right of the AFM to represent platter turners, that Blue agreed to employ platter turners in New York and Los Angeles beginning June 1, that CBS agreed to extend its arrangements in Chicago and St. Louis to its other owned stations provided no jurisdictional question was involved, that Mutual made no agreement but that Bamberger and Don Lee both agreed to employ platter turners subject to the ironing out of jurisdictional disputes.

Since the agreement of January 27, he explained, contracts have been made for New York key stations of all networks with Local 802, AFM. These contracts were accompanied by a letter containing an agreement to employ members of the local as platter turners whenever the NLRB certifies the local as the proper bargaining

BLUE BRASS-HAT BRIGADE (top photo, l to r) Ed Kobak, executive vice-president; Ed Noble, chairman of the board; Chester H. LaRoche, chairman of the executive committee; Mark Woods, president; Lt. Col. Robert E. Kintner, newly-appointed vice-president in charge of public service and related activities. Small station selling seance (second photo) Lewis H. Avery, NAB; Marshall Pengra KRNR Roseburg, Ore., Chairman, Small Market Station Committee; William B. Smullin, KIEM Eureka, Cal.; Robert T. Mason, WMRN Marion, O.; Fred Schilplin, KFAM St. Cloud, Minn.; James R. Curtis, KFRO Longview, Tex. Blue Bettle buzzes broadcasters Herbert Kendrick, former manager of WJLS Beckley, W. Va.; Ralph Elvin, WLOK Lima, O.; Miss Bettle (Harry S. Goodman, New York); George Smith, Fort Industry Co.; William E. Rine, WWVA Wheeling. Spot shot of hot shots Ted Enns, Cowles Group; Carlos Franco, Young & Rubicam; Arden X. Pangborn KGW-KEX; Ralph Weil, WOV.

NBC AFFILIATED STATION

RICHMOND, VA.

WORLD'S WIDER MEMORABLE MARKET BATTLE BETTER GROUNDS GUARANTEE

5000 WATTS

unit. Platter turners are to receive $50 per week during the first year, $60 per week during the second year, and $70 during the third year of a three-year contract for a 40-hour week.

The rate in Chicago where musicians handle turntable operations, is $90 a week for a 25-hour week.

Delegates Hail Atlass Resistance

Conference delegates whistled when Mr. Ryan cited the wage rates specified in the Petrillo contracts with Chicago stations. In concluding his presentaiton, Mr. Ryan congratulated Ralph Atlass, former president of WJJD Chicago and owner of WIND Chicago, for his successful resistance to Petrillo's demands to force employment of musicians exclusively as platter turners at WJJD.

William J. Friedman, attorney for Chicago Class B stations, reviewed the issues involved in the AFRA dispute with Chicago stations over the "pay-within-pay" principle, concerning demands of the union for separate fees to staff announcers for commercial announcements.

If the AFRA demands were granted, he said, it would have far reaching implications which would affect relations with all employes of stations. The AFRA demands, he brought out, would impose extra costs of $6,000 to $19,000 on each Class B station in Chicago.

He expressed "hope that the Chicago panel handling the dispute will follow the decision laid down in the WMAL Washington case in which the WLB refused to approve the "pay-within-pay" principle, which he declared is one of the most important problems affecting broadcasters.

AFRA's success so far, he declared, has been due to division among broadcasters in resisting the union's demands. "The entire industry must unite in fighting this principle", he concluded.

In closing the session, Mr. Ryan praised the management of WMAL for its opposition of AFRA demands and declared the decision in the case will benefit the entire industry.

Don Elias Reviews Legislative Activity

Don S. Elias of WWNC Asheville, N. C., chairman of the Legislative Committee, in an informal report Thursday morning, told the NAB that his committee had done "a lot of work the past year" but that "we went into the fight conscious that we wouldn't get any legislation this year.

"It's not our plan to try to get any legislatnon until the new Congress," he said. "What we want is definite legislation that you and I can understand and we don't want a Supreme Court decision to tell us how to run our business."

Mr. Elias urged every broadcaster, when the time comes, to "educate" his respective Congressmen and Senators as to radio's needs legislatively. He added that there was a "lack of interest" in radio in Congress, which he attributed to radio's failure to make its needs known to enough Congressmen.

At the Thursday luncheon session Paul G. Hoffman, president of the Studebaker Corp., and chairman of the Committee for Economic Development, and C. Scott Fletcher, field director of the CED, called upon broadcasters to help educate the public as to the big postwar job ahead.

Postwar Discussion Concludes Session

The War Conference wound up with a highly informative panel discussion on the postwar service of FM, television and facsimile, which found the differences which have been evidenced during recent months on television and FM still present. Glowing predictions were made for these services and the broadcasters listened with avid interest. (story on page 13).

Benny for Luckies

JACK BENNY, scheduled to start his NBC program Oct. 1, Sun., 7-7:30 p.m., for Pall Mall (American Cigarette & Cigar Co.), instead will promote Lucky Strikes for the parent company, American Tobacco Co. Agency for Luckies is Foote, Cone & Belding, New York, but Ruthrauff & Ryan will handle the Jack Benny show as originally planned. *Your All Time Hit Parade*, shifted to the Sun. 7 p.m. NBC period for the summer, will be discontinued Sept. 24 for Luckies. Programs for Luckies include *Kay Kyser's College of Musical Knowledge*, NBC Wed., 10-11 p.m., and *Your Hit Parade*, CBS, Sat., 9-9:45 p.m. There are no immediate plans for Pall Mall.

WFTL Sale Probed

SALE of WFTL Ft. Lauderdale, Fla., to the Fort Industry Co. will be probed by the House Select Committee to Investigate the FCC when hearings are resumed Tuesday (Sept. 5), Rep. Clarence F. Lea, chairman, announced last Friday. "We plan to investigate several transfers to ascertain whether the Commission showed favoritism," said the Committee chairman. At the same time he announced the resignation of Harry S. Barger as chief investigator and the appointment of Robert Barker to succeed him. Mr. Barger, whose work was commended by Rep. Lea, resigned to accept another post.

Meet WHB's *Don Davis*—
of Kansas City, Hollywood, Chicago and New York!

Here's a gent who lives on a merry-go-round, the better to serve WHB advertisers! WHB is the only station in America whose president travels as its national advertising representative. He can be reached through any of the offices listed below; and time clearances are made *the same day*, by telegraph, telephone or air mail letter, from headquarters in Kansas City!

Ten years' experience as an advertising agency account executive preceded Davis' appointment as WHB's president, in 1931. He's had lots of fun in radio ever since, operating WHB as "the station with agency point-of-view".. where every advertiser is a *client* who must get his money's worth in *results*. If you want to sell the Kansas City market, WHB is your *happy* medium!

WHB KANSAS CITY This is Mutual 10000 WATTS 820 KC

For WHB Availabilities, 'Phone DON DAVIS

KANSAS CITY — Scarritt Building — HArrison 1161
NEW YORK CITY—507 Fifth Avenue—VAnderbilt 6-2550
CHICAGO — 333 North Michigan Blvd. — CENtral 7980
HOLLYWOOD—5855 Hollywood Blvd.—HOllywood 6211

KEY STATION for the KANSAS STATE NETWORK

Kansas City Missouri • Wichita Kansas • Salina Kansas • Great Bend Kansas • Emporia Kansas

HOOPER MORNING INDEX JUNE — JULY MON. THRU FRI. 8-12 A. M.	Station A	Station B	Station C	Station D	WHB	Station E
	11.4	10.0	29.0	16.9	27.9	3.8

HOOPER AFTERNOON INDEX JUNE — JULY MON. THRU FRI. 12-6 P. M.	Station A	Station B	Station C	Station D	WHB	Station E
	15.4	5.7	23.5	31.5	21.0	1.8

WCBM
A QUALITY STATION
with MASS APPEAL
in a
RICH MARKET
WCBM
BALTIMORE
The BLUE Network Station
John Elmer, President
Geo. H. Roeder, Gen. Manager
FREE & PETERS, INC.
Exclusive National Representatives

What is a Watt?

See Page 57

"It's a WIZE advertizer who uses the Springfield, Ohio Market."
An inquiry will prove it.
WIZE
Springfield Ohio
WEED & CO National Representatives

If you buy or plan advertising for Iowa, you need

THE 1943 IOWA RADIO AUDIENCE SURVEY

gives you detailed analysis of "listening areas" of every Iowa station, programs that appeal to urban, village, and farm families, and listening habits. Illustrated with pictographs for quick and easy reading. You can get a copy free by writing to

CENTRAL BROADCASTING CO.
912 Walnut St., Des Moines, Iowa

WSLI
JACKSON MISSISSIPPI

JACKSON AND MONEY

Mississippi's cash income from farm crops amounted to $270,677,000 in 1943. Livestock and livestock products added $76,421,000 to the cash money farmers made during the year. Jackson, the Capitol city, is the center of all agricultural and industrial business. WSLI offers effective coverage of this "center market of Mississippi" —at less cost.

BLUE NETWORK

WEED & COMPANY
NATIONAL REPRESENTATIVES

Facsimile, FM Next Services

(Continued from Page 13)

wants television and wants it promptly. A number of surveys made on most desired postwar purchases indicate television sets as number one or two on the list.

Mr. Joyce predicted television receivers would be available in the $200 price range and that a very high percentage of the homes of the country will be ready for receivers as soon as service is available to them. In approximately five years after resumption of commercial television, transmitters serving 157 key cities should be making television service available to a primary market of more than 72 million, or 61.5% of the U. S. purchasing power. An additional 10 million people should have television program service available by secondary television network developments.

Alluding to television standards and whether they are satisfactory, Mr. Joyce recited an experience of his company in attempting to repurchase television receivers previously sold in the New York area. Despite a very liberal offer of approximately $200 for television sets which originally cost only $395, he said only one set was repurchased from 36 owners and that one was out of order.

If present owners of receivers in these times of severely limited broadcasting conditions and meager program fare place such a high evaluation on the prewar instruments they possess, "how much more eager will they be and how much more eager will be the great public, under the vastly more favorable conditions that will soon prevail?"

Sees AM Backbone

Mr. Lodge, while envisioning a bright future for the new broadcast services, emphasized that AM broadcasting will remain the backbone of the industry and that television and FM will not be effective competitors until they have a similar circulation appeal. The standard band will remain the broadcasters' breadwinner and chief source of income "for a considerable number of years," he said. It is also doubtful if the high-powered clear-channel AM station will be replaced within the "foreseeable future as a means of providing widespread rural service."

Although the future of FM is still beset with involved problems of allocation and propagation, Mr. Lodge said he believed the service has such real advantages that before too long it may rival AM.

The story on television, he said, is quite different. He reiterated the CBS position in favor of higher definition pictures and color—which is largely consistent with the recent recommendations of the Interdepartmental Radio Advisory Committee.

Disclaiming an alarmist's view, he said it must be assumed that television will not roll merrily along on the same road as sound broadcasting. The greatest handicap for television would be to start operation on the present six mc band—which RCA, NBC and a number of manufacturing companies' support. He urged use of wide bands in the higher frequency region from 500 to 1,000 mc.

Those requesting the lion's share of the frequencies between 50 and 300 mc for television, he declared, completely ignore the informed opinion of the IRAC experts.

Competition Seen

Mr. Hedges admonished the NAB members that for the present only the broadcaster has an inside track in the race to establish FM and television services. But no broadcaster should delude himself with the idea that he can maintain a position of watchful waiting indefinitely. No turtle is going to win the race for television, he said.

Pointing out that FM provides places for many new broadcasters, Mr. Hedges said the AM broadcaster would be well advised not to take these new competitors too lightly. Some of them will not stay, but plenty of them will have money ideas and initiative and will be in the market for an audience and for network connections.

Television provides a more difficult problem for the broadcaster than FM, because it is not just a technological change, but in many respects a new business, calling for a substantial capital outlay. Contending that television is here to stay, Mr. Hedges said the art has powerful friends and backers outside radio who would like nothing better than to take over television by default. Moreover, he said the public wants the service.

Summing up, Mr. Hedges said: "We do not believe in the principle of withholding a practical four-cylinder automobile from the public because a theoretical eight-cylinder engine is about to be developed."

Maj. Armstrong traced the history of FM from the first successful transmission over his station on June 9, 1934. Actually that terminated 20 years of experimentation.

He agreed with Mr. Hogan that if bursts or E layer interference persist, the problem could be handled by a new allocation in the existing band with less complication than has been occasioned in standard broadcasting. He foresaw no serious difficulties.

Mr. Godley urged extension of the present AM band down to 540, 530 and 520 kc and suggested that the assignments be used in small city, town and rural communities heretofore without, but now able to support their own services.

Touching upon television only briefly, Mr. Godley said he thought it greatly broadens the horizons of broadcasting and it seemed to him "the desirable, ultimate medium". But he did not believe that it, within the foreseeable future, will spell "quietus for sound broadcasting".

Mr. Hogan unfolded to broadcasters a detailed picture of facsimile after the war [BROADCASTING, Aug. 28].

Today facsimile can deliver a picture of 48 square inches or 1,000 words of text in a minute, or a 60,000-word book could be printed in the home in an hour. This can be accomplished at low cost on standard AM or FM channels. Though he preferred FM because of its noise-free characteristics.

Facsimile, he said, would open up tremendous opportunities for advertising, making possible delivery of package configurations. Facsimile also can be networked or syndicated.

The only obstacles to the growth of facsimile service are the existing FCC regulations, the standardization of service and WPB restrictions on manufacturing. He said standardization and assignment of channels are well under way and that the production restrictions will depend on the war.

WBNS-WELD, in its prewar facsimile transmissions, found that facsimile in the home would be demanded by nearly 80% of broadcast listeners, provided such improvements as higher recording speed, a four-column newspaper width and visual printing were added. All these have been attained, so that a magazine about the pattern of BROADCASTING can be transmitted, he said. The postwar service probably will use a nine-inch paper on a continuous roll. The speed probably will be 32 to 40 inches per minute, or 600 to 800 words of text per minute. A number of newspaper broadcasters are investigating the possibilities of modern facsimile.

Hartenbower Heads KCMO

JOE HARTENBOWER, sales manager of the central division of the Blue Network, has been appointed manager of KCMO Kansas City, succeeding Jack Stewart, resigned. Mr. Hartenbower was formerly in sales promotion and research of NBC Chicago, local Blue sales, and a former research director of Chicago office of McCann-Erickson. He assumes his new post Oct. 1. Mr. Stewart has not announced his future plans.

24 Hours a Day!
WOL
WASHINGTON
Washington's Only 24 Hour Station
1000 WATTS 1260 KC.
AFFILIATED WITH MUTUAL BROADCASTING SYSTEM

Major Resolutions at NAB War Conference

WHEREAS, the continued defiance by the American Federation of Musicians of the National War Labor Board, ordering the members of that Union to resume the making of records and transcriptions for the principal recording companies, is impeding the war effort in the field of broadasting for the armed forces, and

WHEREAS, such defiance nullifies, to a large extent, the contribution which recorded music could make to the general morale, and, as the longest strike in wartime America, constitutes a dangerous example to all parties whether employer or labor, whose controversies are properly subject to the orders of the National War Labor Board.

NOW, therefore, be it resolved, that the National Association of Broadcasters in convention assembled earnestly urges that the proper governmental officials promptly take all appropriate steps to compel immediate compliance by the American Federation of Musicians with the order of the National War Labor Board.

WHEREAS the NAB Sales Managers Executive Committee has investigated the advantages and disadvantages of the so-called continuing discount clause and believes that its inclusion in the NAB-AAAA standard contract for station facilities would be advantageous alike to broadcasters and advertisers,

AND WHEREAS the provision of a continuing discount is believed to be the practice of a majority of broadcasting stations.

NOW, THEREFORE, be it resolved by the NAB Board of Directors that the following continuing discount clause be submitted to the NAB membership at its next annual meeting for approval or rejection, and, if approved, be incorporated in the NAB-AAAA standard contract for station facilities as a new paragraph (D) under section 5:

"If this contract is renewed for identical service, without interruption, beyond a fifty-two (52) week period, the same earned rate will be allowed for the duration of such extended, continuous service as the rate earned for the original fifty-two (52) week term. This provision shall not apply, however, for more than fifty-two (52) weeks from the effective date of any revision of rates or discounts.

"In which event, present paragraph (D) will become (E), etc."

WHEREAS, New Orleans, La., has heretofore been selected as the location for holding the annual convention of the National Association of Broadcasters, which was not accomplished due to wartime transportation difficulties, and

WHEREAS, it is the sense and expressed wish of a large majority of the members of the National Association of Broadcasters that a convention be held in New Orleans, La.

NOW, THEREFORE, be it resolved that this convention instruct its board to give due consideration to the selection of New Orleans, La., as the site for the 1945 convention of NAB, transportation and housing facilities being favorable.

RESOLVED THAT the music committee express its gratification at the action of the BMI board in increasing its station relations staff and further recommends that in view of the great value to the stations from the activities of such station relations staff, that the station relations staff be further increased as soon as competent men can be obtained and if necessary to finance such increase in staff that percentages of reduction in station fees be discontinued or decreased.

ASSEMBLED at Blue network headquarters in the Palmer House, Chicago, last Wednesday were these affiliates, who were given awards for outstanding audience promotion on the network's programs. Sitting (l to r): Steve Conley, WOWO Fort Wayne; C. T. Hagman, WTCN St. Paul; William R. Traum, WROK Rockford; Chet Thomas, KXOK St. Louis; W. J. Moll, Geyer, Cornell & Newell, N. Y.; Keith Kiggins, Blue Network, N. Y. Standing: J. R. Montgomery, Geyer, Cornell & Newell; Morey Owens, WROK Rockford; John J. Dixon, WROK Rockford; Hugh J. Powell, KGGF Coffeyville; Ivor Kenway, Blue N. Y.; J. P. Williams, WING-WIZE Dayton-Springfield; C. W. Fields, WCBS Springfield, Ill.

SHIPSTEAD & JOHNSON Ice Follies have bought the 11:30-12 midnight (EWT) period on 34 Mutual Stations, Sept. 21 to broadcast the Hollywood premiere, and will sponsor a playback Sept. 22 on 22 of the same stations.

FOUR TOP MARKETS!

•Central Kentucky
WLAP *Lexington, Ky.*

•Amarillo
KFDA *Amarillo, Tex.*

•The Tri-State
WCMI *Ashland, Ky.-Huntington, W. Va.*

•Knoxville
WBIR *Knoxville, Tenn.*

All four stations owned and operated by Gilmore N. Nunn and J. Lindsay Nunn

Am. Net Meets

A BUSINESS meeting was held by the board of directors of the American Network last Thursday at the Ambassador Hotel, Chicago. Present at the meeting, presided over by William B. Lewis, president of the FM network, were: John Shepard 3d, Yankee Network; Walter Damm, WMFM-WTMJ Milwaukee; Eric Hay, WLOU-WJLB Detroit; Harry F. Stone, WSM Nashville; O. L. (Ted) Taylor, manager of the Taylor-Howe-Snowden stations and owner of KTOK; and Carlyle Bethel, WSJS-WMIT, Winston-Salem. Represented by proxy were the A. H. Belo Corp. (WFAA) Dallas and the Tulsa World and Tribune Publishing Co., Tulsa. A subsequent meeting of the board of directors will be held shortly, it was announced.

Southland Coffee Test

SOUTHLAND Coffee Co., Atlanta, through its newly appointed agency, Donahue & Coe Inc., Atlanta, will start a fall campaign on stations and in newspapers in southern cities to promote Bailey's Supreme Coffee.

Urges Line Programs

FCC CHAIRMAN James Lawrence Fly, first outsider to address an AFRA convention, told the delegates meeting in Cleveland Aug. 26 that in the postwar era television and FM should provide a great field for the employment of radio performers, but he declared that today local stations could employ more talent than they do by originating more local programs. He scored the dependence of many stations on networks, transcriptions, advertising agencies and news agencies and news services for their program material, stating that as little as 10% of all radio time is devoted to live local programs. (See story on page 60).

Airline Spots

WESTERN AIRLINES, air travel service, is successfully utilizing brief travel spot announcements regarding seat availabilities. Timed to approximately 1½ hours before flight time, spots are currently being used on KENO Las Vegas, Nev., and KSEI Pocatello, Ida. When flights are filled to capacity, institutional copy replaces the bulletin announcements. Ted Cate, advertising manager, pointed out that similar schedule would be set up in cities wherever air traffic merited it. The scheme has met with public approval where it has been used and has been successful in educating the public as to the actual possibilities of flying non-priority, according to Mr. Cate.

Kellogg Change

KELLOGG Co., Battle Creek, Mich., has ordered the full Blue network, Monday through Friday, 11:45-12 noon, beginning Oct. 2, to present *Jack Berch and His Boys* for All Bran. Program will be discontinued Sept. 29 on Mutual Monday through Friday, 1:15-1:30 p.m. on the same date Kellogg is discontinuing on Mutual *Superman*, heard Monday through Friday, 5:45-6 p.m. with the possibility of returning the program to the air in January on one of the networks. Agency is Kenyon & Eckhart, New York.

It is not the amount of noise you make that counts in radio. It's what you say and how well you put it over that matters.

There are more powerful stations than CHNS in Canada but none with better equipment.

For Rates: Apply Station Director
CHNS • Lord Nelson Hotel
Halifax, Nova Scotia
or
Joe Weed, New York City

SERVICE on all RECORDING PROBLEMS local or national

COMPLETE FACILITIES FOR . . .
• Spot Announcements
• Remote Pick-ups
• Full Air Check Service

U. S. RECORDING CO.
1121 Vermont Ave. Washington 5, D. C.

Hooper proves It's a Bull's-eye!

A Million Prosperous People in Our Primary Plus a Hooper of 91.3% by Day and 80.4% by Night

1000 **WJHL** 910
Watts Johnson City K.C.
Tennessee
REPRESENTED BY HOWARD WILSON CO.

580 kc. FREQUENCY and peak soil conductivity give WIBW the "most - easily - heard" signal in Kansas and adjoining states.

WIBW The Voice of Kansas TOPEKA

CHATTANOOGA
IN THE HEART OF TVA
POWER EMPIRE
WDOD
CBS
5,000 WATTS
DAY AND NIGHT
PAUL H. RAYMER CO.

SURE SHOT IN IDAHO!

KSEI
POCATELLO · IDAHO

"THE WORLD'S BEST COVERAGE
U.P.
OF THE WORLD'S BIGGEST NEWS"

WWL
NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

FRIVOLOUS FOURSOME frolicks for fotographer—(l to r) Hugh Feltis KFAB Lincoln, Linnea Nelson, J. Walter Thompson Co., New York, Margaret Wylie, J. Walter Thompson Co., Chicago and Hal Winter, Raymond Specter Co.

Network Accounts

All time Eastern Wartime unless indicated

New Business

McGAVIN BAKERIES Ltd., Vancouver (chain bakers), on Sept. 1 started *Operetta Time* on 11 CBC Dominion network western stations, Fri. 11:30-12 midnight. Agency: Cockfield Brown & Co., Vancouver.

KELLEY DOUGLAS Ltd., Vancouver (food products), on Sept. 11 starts *Harmony House* on 11 CBC Trans-Canada western stations, Mon. 11:30-12 midnight. Agency: Stewart Lovick & Co., Vancouver.

DELAWARE, LACKAWANA & Western Coal Co., Buffalo (Blue coal) on Sept. 24, starts for 26 weeks *The Shadow* on 10 CBC Ontario stations, Sun. 5:30-6 p.m. Agency: Vickers & Benson, Toronto.

GILLETTE SAFETY RAZOR Co. of Canada, Montreal, on Sept. 8 starts *Championship Fights* on 22 CBC Dominion network stations, Fri. 10-11 p.m. Agency: Maxon Inc., New York.

CRESTA BLANCA Wine Co., Los Angeles (Dubonnet Wine), on Sept. 6 for 52 weeks starts *Stop That Villain* on basic MBS stations, Wed. 8:30-9 p.m. Agency: BBDO, N. Y.

READERS Digest Assn., Pleasantville, N. Y. (Magazine, services), on Sept. 7 starts *America's Town Meeting of the Air* on 170 Blue stations, Thurs., 8:30-9 p.m. Agency: BBDO, N. Y.

Renewal Accounts

GENERAL FOODS Corp., New York (Sanka, Sure-Jell), on Sept. 25 for 52 weeks renews *Kate Smith Speaks* on 116 CBS stations, Mon. thru Fri. 12 Noon-12:15 p.m. Agency: Young & Rubicam, N. Y.

WHITEHALL PHARMACAL Co., New York (subsidiary of American Home Products Corp.), on Sept. 18 for 52 weeks renews *The Romance of Helen Trent* (Kolynos, Bisodol) on 132 CBS stations, Mon. thru Fri. 12:30-12:45 p.m., and *Our Gal Sunday* (Anacin) on 131 CBS stations, Mon. thru Fri. 12:45-1 p.m. Agency: Dancer-Fitzgerald-Sample, N. Y.

EVERSHARP Inc., Chicago (pens, pencils), on Sept. 17 for 52 weeks renews *Take It or Leave It* on 123 CBS stations, Sun. 10-10:30 p.m. Agency: Biow Co., N. Y.

CAMPBELL Soup Co., Camden, N. J. on Sept. 10 for 52 weeks renews *Radio Reader's Digest on* 122 CBS stations, Sun. 9-9:30 p.m. Agency: Ward Wheelock Co., N. Y.

HUDSON Coal Co., Scranton, Pa. ("D & H" Anthracite Coal), on Sept. 17 renews *CBS News of the World* on 21 CBS stations, Sun. 9-9:15 a.m. Agency: Clements Co., Philadelphia.

CREAM OF WHEAT Corp., Minneapolis (cereal), on Sept. 23 for 52 weeks renews *Let's Pretend* on 122 CBS stations, Sat. 11:05-11:30 a.m. Agency: BBDO Minneapolis.

F. G. VOGT & Sons, Philadelphia (Scrapple, food products), on Sept. 10 for 52 weeks renews *Little Betsy Ross Girl* on 6 NBC stations, Sun. 11:45-12 noon. Agency: Clements Co., Philadelphia.

WILDROOT Co., Buffalo, N. Y. (Cream-Oil Formula), has renewed for 52 weeks *Rex Miller—News* on 36 Don Lee Pacific stations, Tues., Thurs. 9:15-9:30 p.m. (PWT). Agency: BBDO Buffalo.

MILES LABS., Elkhart, Ind. (Alka-Seltzer, One-A-Day Vitamin Tablets) on Sept. 30 for 52 weeks renews *The National Barn Dance* on 63 NBC stations, Sat. 9-9:30 p.m. Agency: Wade Adv., Chicago.

LEVER BROS., Cambridge, Mass. (Pepsodent), on Sept. 12 for 52 weeks renews and resumes Bob Hope on full NBC network, Tues. 10-10:30 p.m. Agency: Foote, Cone & Belding, N. Y.

LEVER Bros., Cambridge (Lux Toilet Soap), on Sept. 4 resumes *Lux Radio Theatre* on 142 CBS stations, Mon. 9-9:30 p.m. Agency: J. Walter Thompson Co., N. Y.

SWEETS CO. of America, Hoboken (Tootsie V-M), on Sept. 11 resumes *Dick Tracy* on 447 Blue stations, Mon. thru Fri. 5:15-5:30 p.m. Agency: Duane Jones Co., N. Y.

KRAFT CHEESE Co., Chicago (Pabsett & Parkay), on Sept. 3 resumed *The Great Gildersleeve* on 69 NBC stations, Sun. 6:30-7 p.m. Agency: Needham, Louis & Brorby, Chicago.

Network Changes

PRUDENTIAL INSURANCE Co. of America, Newark, N. J., on Aug. 27 added 35 CBS stations to *The Family Hour*, making a total of 122 CBS stations, Sun. 5-5:30 p.m. Agency: Benton & Bowles, N. Y.

GENERAL ELECTRIC Co., Schenectady (institutional), on Aug. 28 added 7 NBC stations (KEYS KGBS WENT WDAN WDWS WLBC WKMO) to *The World Today*, making a total of 129 CBS stations, Mon. thru Sat., 6:45-6:55 p.m. Agency: Maxon Inc., N. Y.

RTPB PANEL PLANS NEW VIEDO CHANNEL

PROPOSAL that the present television channel No. 1, 50-56 mc, be assigned to FM, but that television be allocated nine 6-mc channels between 60 mc and 114 mc and 17 additional 6-mc channels below 250 mc, has been unanimously agreed on by a subcommittee of Panel 2 (Allocation) of the Radio Technical Planning Board.

Committee, appointed by Dr. C. B. Jolliffee, RCA, chairman of Panel 2 and chairman of the committee, included C. M. Jansky, Jansky & Bailey, chairman of Panel 5 (FM), K. B. Warner, American Radio Relay League, representing radio amateur operators; R. E. Shelby, NBC, representing Panel 6 (television); Dr. W. R. G. Baker, General Electric Co., RTPB chairman. Proposal follows:

Educational FM broadcasting, 41-43 mc; commercial FM broadcasting, 43-56 mc; amateurs, 56-60 mc and a 4 mc band between 114-150 mc; commercial television, nine 6-mc channels 60-114 mc and 17 additional 6 mc. channels below 250 mc. Present licensees of television below 108 mc. are to be kept in approximately the same relative position in the 60-114 mc. band as they now occupy in the 50-108 mc. band.

Lederle on Blue

LEDERLE LABS, New York, manufacturer of biological and pharmaceutical products and a unit of American Cyanamid Co., will pioneer in the use of commercial network radio—as a means of conveying technical information to a specific professional group—with the sponsorship of *The Doctor Talks It Over* on about 160 Blue network stations Friday, 10:30-10:45 p.m. with delayed broadcasts, starting Oct. 6. Agency is Hazard Adv., New York, agency handling institutional advertising for ACO.

Bresson to Ellis

EUGENE L. BRESSON has been named radio director of the New York office of Sherman K. Ellis Co., effective Sept. 15, working in association with Palmer Clark, radio chief of the Chicago office. In 1941 he joined Young & Rubicam, New York, as radio producer and supervisor, a post he has held until the present.

LOQUACIOUS L. B. Wilson (center, top photo) had his usual profundity of ribald rheotoric. At left G. E. (Pete) Wasser KQV Pittsburgh, and Chester Slaybaugh, Morse-International, New York. Blink blinked when Ralph Powell (second photo, right) Presto Recording, unleashed his tall story. Milt Blink, Standard Radio (center) Frank Gunther Radio Eng. Labs. at left. Pushing buttons is no novelty to Dr. Franklin M. Doolittle (third photo) owner of WDRC Hartford, in his own right a distinguished radio engineer, who performs on the elevator button to the delight of C. Lloyd Egner, NBC radio recording vice-president. Uncensored said the censor (bottom), E. Y. Flanigan, WSPD Toledo, Roger Clipp WFIL Philadelphia and John E. Fetzer, WKZO Kalamazoo, now assistant director of censorship, broadcast division, Washington.

WAXING enthusiastic were these Keystone Broadcasting System executives over the new Hooper Survey "Beyond Metropolitan Markets" study (l to r) Naylor Rogers, Western manager; Mort Adams, New York, Michael M. Sillerman, president, New York; Sidney J. Wolf, secretary-treasurer.

PREVIEW OF RECOMMENDED standards for the determination of station circulation drafted by the NAB was afforded the Radio Research & Timebuyers Committee of the American Assn. of Advertising Agencies Aug. 25 in New York, preparatory to its presentation to the NAB War Conference last Wednesday. The project in broad outline was wholeheartedly endorsed by the AAAA committee. Presentation was made by Hugh Feltis, KFAB Lincoln-Omaha chairman, NAB Research Committee (standing at easel). From left to right around table—outside circle: Frank N. Stanton, CBS; Helen A. Cornelius, NAB; Herald Beckjorden, AAAA; Arno H. Johnson, J. Walter Thompson Co.; Beth Black, Joseph Katz Co.; Frank Kemp, Compton Advertising Inc.; Carlos Franco, Young & Rubicam; Frederick Gamble, AAAA; Harry Woodworth, BBDO; Francis Conrad, Blue; Richard Puff, Mutual. Around the table, Lewis H. Avery, NAB; Gordon Mills, Arthur Kudner Inc.; Richard Dunne, Pedlar & Ryan; Linnea Nelson, J. Walter Thompson Co.; Paul F. Peter. NAB research director; Mr. Feltis; Leonard T. Bush. Compton Adv.; Helen Wilbur, Doherty, Clifford & Shenfield; Roger W. Clipp, WFIL Philadelphia; Edward F. Evans, Blue; Barry Rumple, NBC.

Girard Sees Powerful Stations Aid to Peace

POWERFUL shortwave transmitters, similar to those used by the OWI on the West Coast for psychological warfare in the Asiatic theatre, may become a vital factor in promoting world peace and offer America the opportunity of securing supremacy in world communications, E. J. Girard, sales manager, radio division, Federal Telephone & Radio Corp., Newark, N. J., said in an interview at the NAB War Conference.

Mr. Girard proposed a highpower world system using 12 stations of 200 kw, with signals beamed from highly directive antennas "thus focusing the energy sharply into given zones with maximum signal strength—about the strength for each beam which a 500,000 w broadcaster would give forth with a conventional non-directive antenna.

"Equipment of this nature," he explained, "would give the U. S. leadership in shortwave broadcasting. Rebroadcasting of programs and commercial communications of other countries over such a network, or the extension of the network into other countries, would be entirely practicable. For rebroadcasting, there would be no other channels nearly so efficient."

LOW DOWN on high frequencies was given J. F. Neary, Lehigh Structural Steel Co., New York (left), by Edward J. Girard, Federal Telephone & Radio Corp., Newark.

Berge Letter Says ASCAP Fees Out When Society's Music Is Not Played

DISCLOSURE that Wendell Berge, Assistant Attorney General, had ruled that collection by ASCAP of a percentage of revenues derived from spot announcements or from programs containing no ASCAP music is a "direct violation" of the 1941 consent decree was made to the NAB Executives War Conference last Thursday by Campbell Arnoux, WTAR Norfolk, chairman of the Music Committee. Moreover, Mr. Berge advised Mr. Arnoux on July 29 that collection of such fees would be considered a violation of the "spirit" of the decree, "since they discourage broadcasters from taking out per-program licenses and drive them to a blanket license contract."

Following is the text of Mr. Berge's letter:

This acknowledges your letter of July 25, 1944, in which you inform us that ASCAP insists upon collecting a percentage of the revenues derived from spot announcements or from programs containing no ASCAP music, which are adjacent to a program or which occur between programs utilizing ASCAP music. Your letter indicates that this claim is made despite the fact that the provisions of the local staion per-program commercial contract executed by the stations provides specifically that payment is to be made of net receipts from sponsors after deductions on local commercial programs which use any of the compositions licensed thereunder.

This is to advise you that such a charge, in the opinion of the Department, is a direct violation of paragraph 11 (3) (A) of the consent decree entered on March 4, 1941, in the Southern District of New York (United States v. American Society of Composers, Authors and Publishers, et al., Civil No. 13-95, which prohibits collection by ASCAP of a percentage of income received by the broadcaster from programs in which no musical composition licensed by ASCAP is performed. Further the Department considers collection of such fees a violation of the spirit of paragraph 11 (3) (2) of the decree, since they discourage broadcasters from taking out per-program licenses and drive them to a blanket license contract. We have advised ASCAP of our attitude and asked for an explanation. We will keep you advised as to developments.

Pacific News Pool

AGREEMENT between the Navy and the four major networks on coverage of Pacific operations was announced in a letter sent by network representatives to Lt. Comdr. J. Harrison Hartley, USNR, officer-in-charge, radio section, Navy Public Relations. Details were decided upon at a recent meeting in New York. Pooling arrangements have been made similar to those of the Normandy invasion [BROADCASTING, March 20]. Each network will be represented by a reporter and engineer. All recordings made aboard ship will be pooled, as well as the first broadcast from the first available transmitter.

New Army Policy On Campaign Talk

PRELIMINARY arrangements for allocation of Army shortwave radio time to the five major political parties in the Presidential campaign were to be made in New York last Saturday. The Republican, Democratic, Socialist, and Socialist-Labor parties had accepted the invitation of Maj. Gen. F. H. Osborn, director of the information and education division of the Army Service Forces, when BROADCASTING went to press. The Prohibition Party had not replied.

Army policy was announced last Sunday after a brief flurry raised by the Socialist party's contention that Roosevelt's Aug. 12 speech at Bremerton, Wash., was a "political address" and that the party was entitled to equal time on the Armed Forces Radio Service facilities. The War Dept. announced that time had been granted and then withdrew the offer. Acting Secretary of War John J. McCloy declared the President's address was a "report" from the Commander-in-Chief and not a political speech.

The San Francisco Radio Picture *Has* changed!

Look up Blue's KGO in your latest Hooper!

It's THE Bay Area Buy!

TWO WEEKS NOTICE REQUIRED FOR CHANGE OF ADDRESS

BROADCASTING
The Weekly Newsmagazine of Radio
Broadcast Advertising

Actions of the FEDERAL COMMUNICATIONS COMMISSION

AUGUST 26 TO SEPTEMBER 1 INCLUSIVE

Decisions . . .

AUGUST 28

KALB Alexandria, La.—Granted mod. CP authorizing change assignment to change type of transmitter, make changes in DA and extend commencement and completion dates to 30 days after grant and 180 days thereafter, respectively.

WHOT South Bend, Ind.—Granted mod. CP authorizing new standard station, for extension completion date from 8-31 to 10-15-44.

E. Anthony & Sons, Boston—Placed in pending file application for CP new FM station.

Greenville News-Piedmont Co., Greenville, S. C.—Same.

WBEN Buffalo—Same.

WHB Kansas City—Same.

National Broadcasting Co., Los Angeles—Placed in pending file application for new commercial television station.

AUGUST 29

KFXD Nampa, Ida.—Granted petition to amend application for CP change 1280 kc to 580 kc, 250 w to 1 kw unlimited DA, so as to change applicant from Frank E. Hurt to Frank E. Hurt & Son.

KSOO Sioux Falls, S. D.—Granted motion to postpone hearing re license renewal application from Sept. 14 to Sept. 21.

WLOL Minneapolis—Granted petition for leave to amend application for CP change 1 kw to 5 kw DA, so as to propose new DA and transmitter site, for removal of application from hearing docket and for cancellation of hearing now set for Sept. 12.

Centennial Broadcasting Co., Northeastern Radio & Television Corp., Portland, Me.—Designated for consolidated hearing applications for new standard stations.

KPLC Lake Charles, La.—Designed for hearing application for CP change 1490 kc 250 w unlimited to 1470 kc 1 kw unlimited, install new transmitter and make antenna changes.

KXA Seattle—Designated for hearing application for mod. license to change operation from limited to WJZ to unlimited.

KTBS Shevreport, La., KTHS Hot Springs, Ark.—Granted consent to vol. assgn. license of KTBS from Tri-State Broadcasting System to George D. Wray, Allen D. Morris, P. E. Furlow and John C. McCormack, partnership d/b Radio Station KTBS, in return for transfer, 400 sh (80%-book value $35,000) of Radio Broadcasting Inc., licensee of KTHS.

KTBI Tacoma, Wash.—Granted transfer control from Harold S. Woodworth to H. J. Quilliam by transfer 150 sh (75%) for $18,000.

WLAK Lakeland, Fla.—Granted assgn. license from Lake Region Broadcasting Co. to S. O. Ward (sole stock owner) tr/as Radio Station WLAK.

KORE Eugene, Ore.—Granted request for further 30-day extension in which to file application for involuntary assgn. license.

WINN Louisville, Ky.—Granted request for waiver Sec. 1.364; granted additional 60 days.

WBTH Williamson, W. Va.—Granted 30-day extension to complete transfer of control.

KRKD Los Angeles—Granted license renewal for period ending 5-1-47.

KEX Portland, Ore.—Granted further extension of license on temporary basis only.

KGW Portland, Ore.—Same.

KIEV Glendale, Cal.—Same.

KMTR Los Angeles—Same.

WSPA Spartanburg, S. C.—Same.

National Broadcasting Co.—Dismissed without prejudice at request of applicant, applications for CP new commercial television stations at San Francisco and Denver and ordered that petition filed by NBC to amend Sec. 4.226 be considered withdrawn.

Applications . . .

AUGUST 28

Commercial Radio Equipment Co., Washington, D. C.—CP new developmental station, 44,700 kc 250 w, special FM emission; CP new satellite developmental station, 44,700 kc 100 w, special FM emission.

Board of Education, Toledo City School District, Toledo, O.—CP new noncommercial educational station, 42,100 42,300 42,500 42,700 42,900 kc 250 w, special FM emission (resubmitted).

WKEY Griffin, Ga.—License to cover CP increase power and install new antenna.

WMLL Evansville, Ind.—CP change 44,500 kc to 43,100 kc, coverage from 8,400 to 17,458 sq. mi., move transmitter and install new transmitter and antenna (resubmitted).

Herald Pub. Co. of Klamath Falls, Klamath Falls, Ore.—CP new standard station, 1450 kc 250 w unlimited.

AUGUST 29

WSVA Harrisonburg, Va.—Acquisition of control by Frederick L. Allman through purchase 50 sh common (16.66%) from Charles P. Blackley.

WHK Cleveland—CP new commercial television station, Channel 2.

WSAP Portsmouth, Va.—CP new FM station, 47,300 kc, 6,000 sq. mi., $36,500 estimated cost.

WKPT Kingsport, Tenn.—CP change operating assignment amended to change type of transmitter and change transmitter location.

J. W. Birdwell, Nashville, Tenn.—CP new commercial television station, Channel 1.

Mutual Broadcasting System, Chicago—Extension authority to transmit programs to Mexican Radio Mil network for period beginning 9-28-44.

AUGUST 30

WHDH Boston—CP new developmental station, 47,700 kc 1 kw, special FM emission.

WHBC Canton, O.—License to cover CP authorizing change assignment.

WMPS Memphis—Transfer control from Memphis Pub. Co. to WMPS Inc.

Maison Blanche Co., New Orleans—CP new commercial television station, Channel 1.

Farnsworth Television & Radio Corp., Ft. Wayne, Ind.—CP new experimental television station, Channel 3.

KRSC Seattle—CP new FM station 44,300 kc, 8,200 sq. mi., $31,000 estimated cost.

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Washington, D. C.

in the CONTROL ROOM

JONES P. TALLEY Jr., former control operator at WJDX Jackson, Miss., is now on the transmitter staff of KRLD Dallas.

JOHN T. DOWDELL, chief engineer of WIBX Utica, N. Y., has been appointed consulting engineer and adviser for the Utica police radio system. He will continue at WIBX.

FRANK J. McCLOSKEY, formerly associated with Gross Distributors, New York, distributors of Stromberg-Carlson radios, has been appointed region radio sales representative of Stromberg-Carlson Co., Rochester.

LEE ROY KOPP, released from the Navy, has joined technical staff of KWG Stockton, Cal.

VELMA SATHER is a new member of the control room staff of WDAY Fargo, N. D.

BILL PARKER, chief engineer at KVAK Atchison, Kans., expects to take time off this winter to attend St. Benedict's College.

RUDOLPH W. RAABE, for the past two years chief engineer of WRNL Richmond, has returned to WRVA Richmond as control operator.

GLENN SAMUEL COLLINS Jr., previously wth KOME Tulsa, has joined the engineering staff of KOMA Oklahoma City.

HARRY PANCHOT, formerly at KRJF Miles City, Mont., has joined the engineering staff of KGVO Missoula, Mont.

WINSTON CHILTON, former engineer of WAGA Atlanta, has joined technical staff of KMTR Hollywood.

RAYMOND PROVOST, former engineer of KGB San Diego, has shifted to KPAS Pasadena, Cal.

DUNCAN CALDWELL, former engineer of KMPC Hollywood, has shifted to CBS Hollywood technical staff.

R. W. BRIGGS, new to radio, has joined technical staff of Radio Central, Los Angeles.

JACK JONES, chief engineer of WCBI Columbus, Miss., and maintenance engineer for the Mid-South Network, is the father of a boy.

WANTED!!
SALES REPRESENTATIVES
POST-WAR

Prominent manufacturer—Frequency modulation transmitters and associated equipment has open territories for capable representatives widely acquainted in broadcast field. Engineering background preferred.

Must have good financial standing. Write giving full particulars, territory desired.

Box 628, BROADCASTING

Classified Advertisements

PAYABLE IN ADVANCE—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Bold face caps 30c per word. Ad must be all light face or all bold face caps. Count 3 words for blind box number. Deadline Monday preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Transmitter and control operator for 250-watt station located in Indiana. Salary open. State education, experience and enclose a snapshot. Box 544, BROADCASTING.

Transmitter Engineer for 5 KW midwest station. Must hold Radiotelephone First Class license. Salary, $45.00 per week. Also, control room operator. Salary $40 per week. State experience and education, and enclose a snapshot. Box 546, BROADCASTING.

Versatile announcer—If you are experienced and capable on general announcing will start you at $175.00 monthly. If you are also adequate on sports and some play by play we will raise the ante. Send full details with reply. Box 606, BROADCASTING.

Announcer—Outstanding local network affiliate wants all-around announcer of proved ability and experience. Offer $175.00-$225.00 monthly depending on qualifications. Tell everything with first letter. Box 605, BROADCASTING.

Medium sized Chicago advertising agency wants intelligent, experienced girl with bookkeeping background to handle billing and paying. Prefer girl with experience handling radio contracts. Box 613, BROADCASTING.

Wanted—Announcer that is good enough to draw top pay with Blue affiliate. Include all information yourself first letter and when can report for duty. Box 614, BROADCASTING.

Wanted: Experienced promotion man for NBC affiliate near New York City. Box 621, BROADCASTING.

Continuity Writer, man or woman, for growing independent regional western Pennsylvania station. Good salary, opportunity for advancement. Send sample copy to Box 630, BROADCASTING.

Wanted—Man with restricted or second class operator's license as transmitter operator. Young, alert, ambitious to go ahead. Must get first class license on job, study and learn entire station maintenance and technical operation with view to eventually becoming chief engineer. Must be able to get along well with associates in small, friendly, successful eastern station. Start for restricted license $25, second class $30. Will receive $40 start with first class ticket, $50 start as chief engineer. Frequent raises for right man and secure post-war situation. Write full details first letter to Box 631, BROADCASTING.

Manager wanted, capable of exploiting nationally known name. If you have the contacts and know your stuff, communicate with Nick Dragonette, Box 634, BROADCASTING.

Copy writer, experienced. Good position with 1,000 watt midwest station. Good salary, based on your experience, for man who can produce salable commercial copy. Send full particulars and sample scripts with first letter, to Elmer Knopf, WFDF, Flint, Michigan.

Chief engineer wanted for 250 watt Mutual station. Permanent position in non-defense area. Give experience, salary requirements first letter, KFFA, Helena, Arkansas.

Announcer-Operator wanted. Must have first class radiotelephone license and be capable of announcing news and commercials. Give experience, draft status and salary required first letter. Radio Station KSEI, Pocatello, Idaho.

Account Executive to join recognized medium size Chicago agency in a new business development capacity. Must have agency experience, excellent references, good contacts and strong sales ability. Give complete information in first letter. Our executive staff is familiar with this advertisement. All applications will be kept in strictest confidence. Box 612, BROADCASTING.

Help Wanted (Cont'd)

Wanted—Announcer experienced in sports and commercials. Give experience and references in first letter of application. Address KPAC, Drawer 511, Port Arthur, Texas.

Announcer—Fluent ad-lib versatile personality announcer with continuity and production ability. KTFI, Twin Falls, Idaho. Located in non-defense farming area with post war stability. Send photo, draft status. Reference, transcription.

Wanted—First class operator, progam director, announcer. Good opportunity for right men. Non-defense area. Replies confidential. WTMC, Ocala, Florida.

Wanted at Once. Operator or operator-announcer holding restricted telephone permit. Give experience, draft status and salary required in first letter. WPAD, Paducah, Kentucky.

Announcer—KTHT, a new 250 watt Mutual station, of Houston, Texas, will pay $175.00 per month basic salary, for an experienced announcer. The man who fills this position must be capable, ambitious and willing to grow and advance with the station. Contact Fred Alexander, Program Director, KTHT, Fifth floor, Southern Standard Building, Houston 2, Texas.

Wanted—Associate chief engineer. Permanent. Some announcing. Free apartment. Forty-five dollars. Wire or write J. C. McCoy, WAIM, Anderson, S. C.

Wanted—Chief engineer by station planning expansion. Sixty dollars per week. If desire, job also includes service on police and sheriff department stations, which pays additional revenue. Write WICA, Ashtabula, Ohio.

Situations Wanted

Announcer—Experienced news, sports, commercials, ad-lib. Draft exempt. Go anywhere. Available two weeks. Box 616, BROADCASTING.

Writer-producer-director. Diversified script experience 50,000 watt key network station; top agency commercials; 15 years writing experience, newspapers, magazines, publicity, radio. Free lance assignments considered. Age 36. Married. Family. Draft deferred. Available September 22. Box 617, BROADCASTING.

Station Manager or chief engineer, now employed available four to six weeks. Age 38 with fifteen years success in these two positions. Familiar with and experienced in FCC regulations and hearings. Left broadcast field past three years to do specialized radio work as civilian for Armed Forces. Now employed by large radio company. Permanent forward looking connections in west preferred. Box 625, BROADCASTING.

Situations Wanted (Cont'd)

Television Director—Young woman with originality, imagination, and comprehensive background of television programming; 2 years experience, available to active station or agency. Box 595, BROADCASTING.

Available—station manager. 8 years radio experience; now in fifth year as station manager. Age 30, 4F draft status, B. A. degree. Familiar with all phases broadcasting including sales, production, management, continuity and on-the-air work. Single. Eastern or midwest location preferred. Want permanent affiliation, preferably with station planning television. Box 598, BROADCASTING.

Successful editor-newscaster presently employed by 50 KW station desires change. State salary. Box 615, BROADCASTING.

Producer-Writer. Young woman, 25. Women's and children's programs. Can double in announcing. Available now. Box 618, BROADCASTING.

Special events announcer. Play by play sports. Name bands, also some commercial announcing and newscasting. Draft deferred. College background. Ex-athlete and newspaper sports writer now employed, but seeking field of larger opportunity. For disc send best offer. Box 619, BROADCASTING.

Comedy writer with originality. Have network credits. Also producer, writer, actor and creator of shows, supporting two fathers, three mothers, and four stepbrothers, all cripples and starving. Open to offers before joining Foreign Legion. Box 620, BROADCASTING.

Chief Engineer, radio broadcasting, communications, ten years diversified experience. Specialist audio facilities. References exchanged. Draft status improbable. Salary $100 week. Box 622, BROADCASTING.

Sales Manager, 12 years sales and promotional experience, programming, ideas, aggressive, but not high pressure, capable taking charge station or assisting general manager. Married, exempt, references. Box 624, BROADCASTING.

Radio Engineer. First class license. Prefer connection with station in midwest. Fifteen years broadcasting. Please give complete information first letter. Box 626, BROADCASTING.

Are you looking for a woman with all-round radio experience? Women's and general program work BBC, CBC. Free-lance and agency copy-writing, magazines and newspaper writing. Wholesale, retail, space, and idea direct sales-contacts. Well-traveled. Friendly voice. Unusual food experience makes me "missing link" between one-to-three generation homes:—and domestic scientists. Free, go anywhere. For detailed information write Box 627, BROADCASTING.

Senior announcer—Seeking junior executive position in program department of progressive station. Solid radio background with emphasis on newscasting, announcing personnel, studio supervision. Complete details upon request. Box 632, BROADCASTING.

Salesman—Well-experienced. Hard worker. Could direct sales or station. Seeks change. Box 633, BROADCASTING.

Situations Wanted (Cont'd)

Program Director-Chief Announcer. Draft exempt, experienced, neat, ambitious. Out for permanent position in pleasant community where I can build for the future. Write Box 635, BROADCASTING.

Announcer—College graduate, 3 years experience, one as chief. Want position with progressive station with opportunity for advancement. Write Box 636, BROADCASTING.

News writer—Also acting, announcing experience. Prefer eastern city. Box 637, BROADCASTING.

Woman continuity writer—Experienced commercial, music continuity, announcing in metropolitan station. Box 638, BROADCASTING.

Experienced football announcer—Plus baseball, basketball, boxing. Six years staff experience, 4-F. Box 639, BROADCASTING.

Football announcer. Thoroughly experienced. Live, reconstructions. Available Fridays, Saturdays or Sundays. Box 640, BROADCASTING.

Production director, announcer-musician, interested in progressive station with plans for FM and television. Write Jules Seidman, 11 Waverly Place, N. Y. C.

Young lady, 20, educated in Switzerland, speaks French, German. Previously an announcer for French Hour, WBNX in New York. Your correspondence is invited. Joan Klaus, 4213 Forley St., Elmhurst, L. I., N. Y.

Wanted to Buy

Wanted Frequency monitor and modulation monitor. Phone Central 6595, collect, Chicago, Mr. Clifford.

Wanted—Full or part interest in local station. Box 589, BROADCASTING.

Will pay cash for 150 foot antenna with coupling unit and lighting system, one frequency monitor and one modulation monitor. Interested in all or part. Box 602, BROADCASTING.

Wanted—Full or part interest in small station. Box 611, BROADCASTING.

Wanted—Communications receiver in good condition, similar to HQ-120-T. Also good quality preselector of any well known make. Wire details and price to WLOG, Logan, W. Va.

Wanted—Any type vertical antenna. Phone collect Central 6595, Chicago, Mr. Clifford.

For Sale

Sell—Supreme No. 585 diagometer. Supreme No. 571 generator. Other goods. Box 623, BROADCASTING.

For Sale—One Blaw Knox 330 foot, 27 ton tower, 40 foot base, no insulators, ready for shipment, ideal for FM, make offer. Box 629, BROADCASTING.

Miscellaneous

If you are looking for a 250-watt transmitter I may be able to help you. Box 513, BROADCASTING.

SERVICE DIRECTORY

"GEARED TO AM-FM EXPANSION"
Radio Engineering Consultants
Commercial Radio Equip. Co.
Kansas City, Mo.
Washington, D. C. Hollywood, Cal.

United Manufacturing Corp.
Division of U. S. Recording Co.
Custom Built Broadcast and Laboratory Equipment
1121 Vermont Ave., Wash. 6, D. C.
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CIRCLE 7-0193

Weekly Cycle of Broadcasting Basis of New Coverage Plan

Operating Method of Project Adopted by the War Conference in Chicago Is Described

PROPOSED method of a uniform yardstick by which to measure radio coverage, as adopted unanimously last Wednesday by the NAB Executives War Conference, is designed to ascertain station circulation on the basic premise that the cycle of broadcasting is one week. Questions are formulated on the proposed controlled mailed ballot to measure station circulation in a week's cycle.

Survey Breakdown

The survey would be broken into station circulation areas, delineated by counties and possibly by cities and portrayed by three levels of circulation percentages of radio families: Primary, 50% or more; secondary, 25-50%; tertiary, 10-25%. Ballots, to be titled "1945 Radio Station Ballot", will contain the following:

(1) Explanation of the survey; (2) appeal for cooperation; (3) news of a token gift (of small monetary value) attached, to create incentive to complete and return the ballot; (4) general instructions for filling out the ballot and mailing it.

Introductory question is: "What radio stations do you listen to? at night--------; in the daytime--------; how often each week? Please answer 1, 2 and 3."

Question 1—List below: The call letters of all radio stations which you or someone in your family listens to in your home—at any time.

Question 2—Check: x, in the proper column, the number of nights a week (after dark) each of these stations is listened to in your home. There must be one check for each station.

Question 3—Check below: x, in the proper column, the number of days a week (before dark) each of these stations is listened to in your home. There must be one check for each station.

Questions 2 and 3 are designed to disclose listening in the weekly cycle as follows: 3-7 nights or days per week; 1 or 2 nights or days per week; occasionally, less than 1 night or day a week; never at night or never at day.

At the bottom of the three major question columns is this final appeal:

"Did you answer 1, 2 and 3 above, completely and fully? Remember that for every station that's listed in 1 there must be a check in one of the squares on that same line for question 2 and another for question 3."

Statistical questions are (1) How long have you lived in your present neighborhood? (2) How many radios do you have in working order? (3) Does your family have an automobile? (4) Do you have a telephone? (5) How many people are there in your household?

A final appeal on the folded, gummed-edge and stamped ballot, is: "Before sealing and mailing your ballot, please check to see that all questions have been answered completely."

Space is provided for remarks. Respondents may sign their names if they wish.

A hypothetical tabulation, listed for NAB members, of WGGG a 1,000 w station in Philadelphia operating on 1,000 kc, was posed as follows:

Total ballots from Philadelphia county, 1,000; checks in 3-7 plus 1 or 2 columns, 600; checks in less than 1 plus never columns plus ballots where WGGG was not listed, 400; divide 600 by 1,000 for 60%, which is applied to radio families to arrive at circulation.

Philadelphia county has 487,715 radio families and 60% circulation is 292,629 radio family circulation. Night circulation is estimated at 454,000 listening families and daytime circulation at 390,000 listening families. Detail is available by county showing not only the circulation for each county, but also the present circulation.

Counties will be the basic units and certain cities will be separately measured, according to Mr. Feltis. Economic levels of families will be a basic element with three classifications: Upper, middle and lower thirds of each of the following census groups of radio families: (1) urban; (2) rural non-farm; (3) rural farm.

Cost of the measurement, which would be taken every two years under the proposed plan, is estimated at $1,000,000, based on a per-ballot cost of $1 and 1,000,000 ballots. Mr. Feltis told the NAB Board of Directors Monday night that it is estimated radio now spends $700,000 every two years on various types of measurement.

Frederic R. Gamble, president of the American Assn. of Advertising Agencies, cited the importance of proper research measurements for advertising as the nation approaches the postwar period.

Agency Comments

At the Board meeting Dietrick Dirks, president of KTRI Sioux City and chairman of the NAB Sales Managers Executive Committee, cited the following comments of agency executives:

Leonard Bush, Compton Adv.—It's swell! This will give more definition of radio circulation than the ABC did of newspaper circulation in its beginning.

Helen Wilbur, Doherty, Clifford & Shenfield—Briefly, I'm all for it—the sooner the better!

Harry Woodworth, BBDO—A definite step forward in clearing up confusion in the whole radio industry.

Beth Black, Joseph Katz Co.—You have heard me speak out often enough about the present confused and confusing data to know that I think the plan outlined is a tremendous advance and would be of the greatest value to agencies.

Carlos Franco, Young & Rubicam—I have promulgated this plan for a long time and I'm all for it.

Arno Johnson, J. Walter Thompson Co.—I consider this the most forward step yet proposed by the radio industry. It is fundamentally sound and will fill a gap that has seriously hindered agencies and advertisers in scientific use of radio as a medium.

Richard Dunne, Kenyon & Eckhardt—I completely endorse the object of this plan.

Frank Kemp, Compton Adv.—the adoption of the proposed NAB coverage and circulation method would be a great step forward. It is something that has been needed for years.

Linnea Nelson, J. Walter Thompson Co.—This seems to be the answer to what we have been seeking for years. I only hope that it is approved and adopted while those of us who have pleaded for it are still around to use it.

United Drug Discs

UNITED DRUG Co., New York, has completed recording of four quarter-hour transcriptions titled "Rexall Review" for November release on 217 stations in connection with Rexall's national one-cent sale. Transcribed in Hollywood, the recordings feature Robert Benchley, Charles Butterworth, Cass Daley, Ray Eberle and Lud Gluskin's orchestra. Harlow Wilcox is announcer. Sam Hartford, advertising manager of United Drug Co. and executive in charge of sales, and Arthur White, account executive of N. W. Ayer & Son., agency servicing drug account, supervised cutting of transcriptions. Phil Cohan was assigned Hollywood agency director.

HOOPER REPORTS PM LISTENING UP

HOOPER report of Aug. 30 issued by C. E. Hooper Inc., shows an increase over the last report on three counts, but continues to show lower ratings than those for the same period a year ago. Average evening program rating of 5.8 is up 0.5 from the last report, down 0.9 from a year ago. Average sets-in-use of 20.1 is up 1.3 from last report, down 1.0 from a year ago. Average available audience is 71.4, up 0.1 from last report, down 2.3 from a year ago.

Take It or Leave It leads the list of the first 15, with *Mr. District Attorney* second and *Your Hit Parade* third. The list continues as follows: Gracie Fields, Phil Harris (2d half-hour), Phil Harris (1st half-hour), *Man Called X*, Gabriel Heatter (Tues. & Thurs.), Walter Winchell, *Screen Guild Players*, *Mayor of the Town*, Edward Everett Horton, *Can You Top This*, Frank Sinatra and Gabriel Heatter (Mon., Wed. & Fri.).

Carter Drops Series

CARTER PRODUCTS, Inc., New York, on Sept. 24 will drop the Carter's Little Liver Pills program, *Keepsakes*, on the Blue, Sundays, 8:30-8:55 p.m. Although Carter is not renewing the time, it is understood that Ted Bates, agency handling the account, is working on another program for the company. Carter, on behalf of Arrid, a deodorant, is currently sponsoring *Deadline Dramas* and Jimmie Fidler, on the Blue, with the latter program handled by Small & Seiffer, New York.

Drawn for BROADCASTING by Sid Hix

NAB Ad Post Goes To Helen Cornelius

Director of OCR Surveys Will Assist Lewis H. Avery

HELEN CORNELIUS, appointed Assistant Director of Retail Radio Advertising of the NAB, was formally introduced to the membership last Tuesday at the opening session of the War Conference.

Helen Cornelius

Miss Cornelius has been survey director of the Office of Civilian Requirements, War Production Board. Her career began on a newspaper and she subsequently served various retail stores as merchandising consultant and manager. For several years she was merchandising editor of *Harper's Bazaar*. She also operated her own merchandising and promotion bureau.

Headed OCR Survey

When the War Production Board asked her to head its OCR survey division, she closed her own business to take the Government post. In her new position with NAB she will supervise a year's retail test with Joske's of Texas, San Antonio, and will work with Lewis H. Avery, Director of Broadcast Advertising.

In her introductory speech Miss Cornelius told the NAB that the "retailer must merchandise his advertising, especially radio". She cited results of surveys which indicate that when the war is over housewives are prepared to buy appliances and other necessities now off the market. Radio must and will play an important part in helping to sell new merchandise she added.

Jenkins Retires

ALEXANDER T. JENKINS, chief Security Section of the Engineering Dept. of the FCC, is retiring from the Government after 30 years continuous service with the Interstate Commerce Commission and the FCC, it was reported last week. Joining the Commisison in 1935 as senior telephone and telegraph engineer in the Common Carrier Division, Mr. Jenkins was appointed principal engineer in January 1944. A graduate of Iowa State College in 1902, he had worked with Bell Telephone in various capacities prior to his Government affiliation with ICC in 1914. Mr. Jenkins is also a veteran of the Spanish-American War.

Ebling to Use Air

EBLING BREWING Co., New York, through Street & Finney New York, has appropriated a sizable radio budjet for a fall drive for Premium Beer, distributed in the East, marking its first use of the medium.

HIGH SCHOOL STUDENT Dorothy Poindexter says of radio, "Gosh, radio is simply out of this world. Harry James or the Radio Theatre or Frankie Sinatra —we like them all. You should see the kids when the loudspeakers are on in the classrooms. It's fun to learn that way. That's for me!"

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What is the mental age of an average American? The broadcasting industry is aware that its influence alone during the past twenty years has been greatly instrumental in advancing this nation's I.Q. KMBC has always set aside a generous portion of sustaining radio time for pure educational purposes. Its *Classroom of the Air*, the *Big Brother Club* and wholehearted participation on the *American School of the Air* are all widely known. At present KMBC at its own expense is completing a personal interview survey with radio stations throughout the country to prepare itself for even broadened responsibilities in the postwar world.

Of course — **KMBC-FM** — *An extra service at no extra cost!*

KMBC

OF KANSAS CITY

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SINCE 1928 THE BASIC CBS STATION FOR MISSOURI AND KANSAS